

# G-SHOCK

**Ready for the urban jungle!**

**G-SHOCK takes camouflage to a new level**

The new GA-2100CM duo comes in its own G-SHOCK camo design.



Norderstedt, February 20, 2026 – G-SHOCK launches the GA-2100 camouflage collection with its own G-SHOCK camo patterns. Inspired by the urban jungle, the new GA-2100CM makes a bold statement on the wrist: their camo design is timeless, modern, and right on trend. Lightweight and sustainable thanks to bio-based resin made from renewable resources, yet as expected from G-SHOCK, incredibly tough thanks to the Carbon Core Guard case.

The GA-2100 model, especially popular with Gen Z, is a reinterpretation of the original G-SHOCK DW-5000C from 1983 and embodies the aesthetics of urban streetwear. The perfect model, then, for the first G-SHOCK camo pattern, which runs across the case and strap in timeless gray-green-beige (GA-2100CM-5AER) or gray-brown-green (GA-2100CM-8AER), creating a look that is both versatile and cohesive. A closer look reveals the G-SHOCK "G" cleverly hidden within the pattern. The matte black dial with its analog-digital display is easy to read and harmonizes perfectly with the all-over camo pattern. And even in the dark, the GA-2100CM, with its exceptionally bright display, can illuminate the jungle; the hands and indices are coated with a fluorescent material and glow in the dark.

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## G-SHOCK Toughness and Features

The Carbon Core Guard case protects the module from impacts and shocks. The strap and case are made of bio-based resin, which is produced from renewable resources. Thanks to the quick-release slider, a spring bar on the case, changing the strap is quick and easy. In today's fast-paced world, stylish accessories aren't the only thing that matters; these watches also impress with typical G-SHOCK functionality: The GA-2100 comes with an automatic calendar, world time, a 1/100-second stopwatch, five daily alarms, a three-year battery life, and is also water-resistant up to 20 bar.



*All-over camo pattern on bio-based material.*



*The new camo design conceals the G of G-SHOCK on the case and strap.*



*Matte black dial with Neo-Display luminescent indices and hands.*



*Familiar G-SHOCK toughness thanks to the Carbon Core Guard case.*

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## **Compact and lightweight**

With a diameter of 45.4 mm, a case height of 11.8 mm and a weight of 51 grams, the GA is a stylish and above all lightweight companion and appeals not only to the style explorers of modern streetwear.

The camouflage GA-2100CM models will be available from March 16, 2026, for a suggested retail price of €139 at <https://www.casio.com/de/watches/gshock/> and from selected retailers.

## **ABOUT G-SHOCK**

G-SHOCK was born from the idea and desire to create an indestructible watch. CASIO engineers followed the "Triple 10" concept, which stipulated that the watch should withstand a 10-meter drop, 10 bar water pressure, and run for 10 years on a single battery. Since its launch in 1983, G-SHOCK has adhered to this concept and continuously perfected its models through development. The iconic brand has made a name for itself worldwide in the fields of fashion, sports, and music. As a testament to this success, G-SHOCK celebrated its 40th anniversary in 2023.