

G-SHOCK

G-SHOCK Collaborates with Hardies NYC on a Limited-Edition DW-6900 Inspired by Skate Culture and Street Utility

A bold expression of toughness, authenticity, and modern skate heritage



DW-6900HH-5ER

Norderstedt, 22.01.2026 – G-SHOCK is proud to announce a new limited-edition collaboration between G-SHOCK and Hardies NYC, the New York-based skate brand founded in 2015 by Tyshawn Jones, starting as a skate hardware and accessory brand rooted in New York City's streets and skate culture. The collaboration introduces the DW-6900HH-5, a reimaged take on G-SHOCK's iconic DW-6900 silhouette, infused with Hardies' unmistakable street and skate DNA.

The DW6900-HH-5 channels this ethos through a matte dark chocolate brown case and band, contrasted with neon pink accents across the dial and display for bold visual impact. A vapor-deposition dial treatment adds depth and durability, while Hardies' branding appears throughout the design, including a custom monogram logomark on the dial, hot-stamped debossed branding on the band, and a special engraved case back featuring

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Hardies' signature iconography. The watch is finished with custom packaging designed exclusively for the collaboration, reinforcing its limited-edition status.

Built on the trusted DW-6900 platform, the watch delivers G-SHOCK's legendary toughness and everyday functionality with comfortable wearability, making it equally suited for skate sessions, city wear, and daily life.

Rooted deeply in skateboarding culture and street fashion, Hardies Hardware is known for its raw aesthetic and strong ties to the global skate community. Founder Tyshawn Jones, one of the most influential skateboarders of his generation and a two-time Thrasher "Skater of the Year" award winner (2018 and 2022), brings his lived experience and creative vision to the collaboration. Tyshawn has built Hardies into a brand that resonates far beyond skate parks, earning collaborations with other cultural powerhouses like Adidas. This shared commitment to toughness, individuality, and street-driven style makes Hardies NYC an ideal collaborator for G-SHOCK, uniting two brands that thrive at the intersection of culture and performance.



The G-SHOCK x Hardies NYC DW-6900HH-5 includes the following key features:

- Shock Resistant
- 200M Water Resistant
- LED Backlight (Super Illuminator)
- Multi-Function Alarm

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- Stopwatch (1/100s)
- Countdown Timer
- Full Auto Calendar
- 12/24 Hour Time Format
- Limited-Edition Collaboration Packaging

The G-SHOCK x Hardies NYC DW-6900HH-5ER will be available from February 5th, 2025 for a suggested retail price of €149.00 at casio.com and selected retailers.

About HARDIES NYC

Hardies NYC was founded in 2015 by Tyshawn Jones, starting as a skate hardware and accessory brand rooted in New York City's streets and skate culture. Over the past decade, it has evolved into one of the new pillars of emerging streetwear—blending authenticity, community, and style. Celebrating 10 years in operation, Hardies NYC remains committed to empowering and uplifting the same neighborhoods and culture that inspired its beginning.

About G-SHOCK

THE TOUGHEST WATCH OF ALL TIME

Born from a dream of "creating a watch that never breaks" in 1983, CASIO engineer Kikuo Ibe won the battle against the laws of nature. He designed a watch that would resist centrifugal and impact forces, as well as high water pressure. Over 40 years on and 130 million units sold globally - the name G-SHOCK has become a byword for independence, pushing the limits and never giving up. Today G-SHOCK traverses a wide customer base being worn & trusted by individuals in popular culture globally including the world of fashion, sport, music, art & the military.