

「Maison Kitsuné」 × “G-SHOCK”
A Paris-meets-Tokyo collaboration celebrating
timeless design and urban resilience

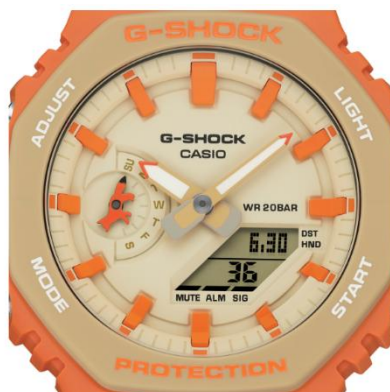


GA-2110MK

Casio's iconic watch brand G-SHOCK joins forces with Paris-based lifestyle label Maison Kitsuné to unveil a unique collaboration that blends technical precision with effortless Parisian style. The collaboration model pairs the G-SHOCK GA-2100— a cult favorite among younger generations — with Maison Kitsuné's refined aesthetic, known for its balance between fashion, music, and culture. Inspired by Parisian Haussmann architecture, the color palette features natural, neutral camaïeu tones accented by a bold orange bezel, evoking the warm glow of a Parisian sunset. Signature details include Maison Kitsuné's iconic Fox emblem, appearing at the 9 o'clock inset dial and at the base of the band, while the brand's logo is engraved on the case back and band loop. The watch is delivered in exclusive co-branded packaging featuring the same color scheme, merging the timeless codes of Parisian elegance with G-SHOCK's modern toughness. This collaboration celebrates the shared values of both brands — a fusion of creativity, craftsmanship, and urban energy — through a design that feels both classic and forward-thinking, reflecting a Paris-meets-Tokyo lifestyle. This exclusive model “GA-2110MK-5A” will be available at Maison Kitsuné stores and online from December 3rd and will launch at G-SHOCK Direct Stores from December 5th onward.



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【ABOUT MAISON KITSUNÉ】

Created in 2002 by Gildas Loaëc and Masaya Kuroki, Kitsuné offers a unique, inspirational Art de Vivre blending a fashion brand (Maison Kitsuné), a music label (Kitsuné Musique), cafés, roasteries, bars and restaurants (Café Kitsuné), a lifestyle destination (Desa Kitsuné Bali), and a beauty and wellness line (Kitsuné Bien-Être). For over twenty-three years, the multi-faceted Paris-meets-Tokyo brand has grown organically, building a loyal global community. Fashion house Maison Kitsuné draws its inspiration from the thread between Paris and Tokyo, offering a wardrobe that subtly blends sharp tailoring and modern, elegant influences with playful, wearable, and comfort-focused designs. The brand now operates 33 stores worldwide, including Paris, Tokyo, Seoul, Beijing, and Vancouver, with over 350 points of sale and an international e-commerce platform.