

G-SHOCK

G-SHOCK Launches New Pink Ribbon Special Edition to Support Breast Cancer Awareness

The new GMA-S2100PR-4AER Pink Ribbon combines iconic design with a commitment to breast cancer awareness



Norderstedt, 15th of September 2026 – In October, the international Breast Cancer Awareness Month, G-SHOCK introduces the new **GMA-S2100PR-4AER Pink Ribbon**. With this special edition, the brand aims to highlight the importance of early detection and awareness while supporting the French non-profit organization Odyssey with a donation. The organization is dedicated to prevention, research, and supporting those affected by breast cancer.

“At G-SHOCK, resilience and the determination to never give up are part of our DNA. With this special edition, we aim to shine a light on breast cancer awareness and support those affected by the disease. Together with Odyssey, we want to help raise awareness of prevention, early detection and the importance of community support. We are proud to contribute to an organization that provides meaningful assistance and hope to so many people”, says Olivier Grosjean, Directeur Division Montres at CASIO France.

Beyond the donation itself, the partnership aims to support Odyssey's awareness efforts throughout Breast Cancer Awareness Month, including activations at the Paris and La Réunion

races. In addition, CASIO will sponsor charity race entries, giving employees the opportunity to take part in the Paris event, which is expected to welcome more than 50,000 participants.

Never Give Up: A Message That Connects

With the GMA-S2100PR-4AER, G-SHOCK supports Odyssea's mission and makes a statement for breast cancer awareness, solidarity, and hope. Inspired by the Pink Ribbon movement, the watch design incorporates its globally recognized symbol, making the message visible on the wrist. The pink design elements and ribbon motif represent unity, courage, and optimism, while highlighting the importance of awareness, early detection, and mutual support.

At the same time, the special edition embodies G-SHOCK's **"Never Give Up"** spirit. Since its inception, the brand has stood for resilience, determination, and the ability to overcome challenges. These are values that many people affected by breast cancer demonstrate every day and that are also reflected in the work of Odyssea.

Tough. Expressive. Supportive.

The analog-digital **GMA-S2100PR-4AER** combines G-SHOCK's renowned toughness with a meaningful message. Various shades of pink define the design and give the model its distinctive visual character. The ribbon motif positioned at the 9 o'clock marker references the international symbol of breast cancer awareness, making support for the cause an integral part of the watch's design.

The model's signature durability is ensured by its compact carbon fiber-reinforced case, bio-based resin band, and shock-resistant construction. Features include world time, stopwatch, countdown timer, multiple alarms, and a Neo-display for improved visibility in low-light conditions. The GMA-S2100PR-4AER is more than just a timepiece. It stands for solidarity, strength, and G-SHOCK's enduring message: **"Never Give Up."**



Pink design elements on the dial and a special edition package further emphasize the watch's message and distinctive character.

The **GMA-S2100PR-4AER** will be available **from October 2026** with an **MSRP of €99.90** at selected retailers and through the Casio and Odyssea Online Store.

About Odyssea

Odyssea is a French non-profit organization dedicated to the fight against breast cancer. Through sporting events, awareness campaigns, and fundraising initiatives, the organization supports research projects and programs aimed at improving the quality of life of people affected by breast cancer. Since 2002, when the association organised its first race around the Eiffel Tower, it has continued to grow and now offers a circuit of 12 races and walking events across France. More than €18 million has been raised and donated locally, thanks to the involvement of over 1.5 million participants. 2025 was a record-breaking year, with more than €2 million raised. In 2026, Odyssea aims to go even further!

About

G-SHOCK

G-SHOCK was born from the vision of creating an unbreakable watch. CASIO engineers developed the Triple 10 Concept, targeting a watch capable of withstanding a 10-meter drop, resisting 10 bar of water pressure, and operating for 10 years on a single battery. Since its launch in 1983, G-SHOCK has continuously evolved while staying true to this original concept. Today, the brand has established itself worldwide across fashion, sports, and music. In 2023, G-SHOCK celebrated its 40th anniversary, marking four decades of innovation and toughness.