

**CASIO®**



**G-SHOCK**  
110 series

2010 GA-110-1A



ABSOLUTE TOUGHNESS

# Stunning Impact, Creative Face Design

## New Evolution in Metal

The G-SHOCK pulled off its astonishing debut in 1983 as a tough watch that would not break even if dropped. The brand has incorporated a diverse array of cultural influences since then, continuing to evolve in a way unlike any other.

In 2010, a fresh new face joined the G-SHOCK family: a new standard analog model, the GA-110. With its current trend-savvy combination of large case size and subcultural acumen, the watch delivered an overwhelming sense of presence and unique detail that won over young people worldwide in the blink of an eye.

Ten years have passed since that day. Having continued to evolve in a dazzling array of diverse models, the GA-110 now arrives at a new peak moment in its history, with the new metal-covered construction. The original CMF design delivers fresh new colors, materials and finishes. Distinctly tinged with the DNA of the GA-110, its forebear, the new GM-110 presents its own completed form, a model offering both strength and beauty as a watch.

The origin and its evolution. Each inspired by its own special spirit of toughness, the GA-110 and GM-110 create G-SHOCK history in novel forms.

### STORY OF THE G-SHOCK 110 SERIES



### Setting Sights on New-Generation Analog Watch

A new trendsetter, when digital was mainstream for youth-oriented models of the day, the GA-110 was designed to present an analog model like nothing the world had ever seen before. It was a turning point that set the historical trajectory of the ever-evolving G-SHOCK brand into serious motion.

### A Vision of Toughness x Steampunk

A series with roots in Steampunk, a popular sci-fi genre with subcultural appeal, where gargantuan structures encompassing powerful steam engines and complex, intricate control mechanisms exude senses of heft and bulk. With inspiration drawn from Steampunk's retro-futuristic vision integrating street sense with technological savvy, the concept of a steam-powered G-SHOCK was born.

### Original Design Combines Large Case and Layered Dial

Going back to zero in development, and pursuing every minute detail, delivered a design that set the series apart from any conventional analog model. Staggering repetitions of shock resistance-focused trial and error led to new part molding and configuration. Case sizes were among the largest in the G-SHOCK line. Rivet-style design throughout made for a powerful, rugged look, while the dial featured four-layer lamination. A pairing of gear-shaped hands with a steam engine shaft-inspired Y-shaped part lent a mechanistic edge to the face. The increased number of intricately detailed parts—achieved with original Casio processes—enabled multi-color exteriors as well.

### All-Time Record, No. 1 Sales Worldwide

The GA-110 made its debut in 2010 with a hyper-complex look that rapidly won over young people worldwide. It went on to develop into a dazzling array of variations and collaborative efforts involving a range of cultural influences. Ten years on from its inception, the GA-110 has carved out an unshakeable iconic status for itself as a top G-SHOCK seller worldwide.

### Taking It Even Higher: Evolution in Year 10

The year 2020 saw the appearance of the GM-110, featuring a metal-clad exterior. Heir to the identity of the GA-110 with its large case size and mechanistic face, the GM-110 presents a legitimate evolutionary progression with its ever-more-industrial semblance.



2020 GM-110G-1A9

# CMF DESIGN

## COLOR, MATERIAL, FINISH

With its distinctive design, inventive color variations and diverse record of collaboration, the GA-110—now in its tenth year since inception—boasts top G-SHOCK sales worldwide. Keeping pace with the times. Keeping pace with culture. The model continues to share its spirit of toughness with the world.



## COLOR



The first model, with fluorescent color scheme.

**VIVID COLOR**  
GA-110B-1A3

**2010**



Multi-color design achieved with a laminated look in dial parts.

**MULTI-COLOR**  
GA-110FC-1A

**11**



Metallic gold coating applied comprehensively.

**ALL GOLD**  
GA-110GD-9A

**14**

## FINISH



Camouflage patterning achieved with dimensional multi-angle printing.

**CAMOUFLAGE PRINT**  
GA-110CM-3A

**14**



The textures of sweatshirt fleece achieved with multi-angle printing.

**HEATHERED PRINT**  
GA-110HT-8A

**15**



A punch processing is applied to the two-tone molded band.

**PUNCH PROCESSING**  
GA-110LPA-4A

**16**

## MATERIAL



Polarized ink coating displays different coloration depending on angle of viewing.

**POLARIZED INK**  
GA-110PM-1A

**15**



Bringing out leather-like textures in resin with precision molding.

**EMBOSSING URETHAN**  
GA-110BT-1A

**17**



Attractive indices with four natural diamonds.

**GENUINE DIAMOND**  
GA-110DDR-7A

**18**

## COLLABORATE



Model developed in collaboration with G-SHOCK MAN, featuring a distinctive, vivid color scheme.

**G-SHOCK MAN BOX**  
GA-110F-2

**10**



Model developed in collaboration with graphic designer Eric Haze.

**ERIC HAZE**  
GA-110EH-8A

**12**



Model developed in collaboration with NY accessory brand Dee and Ricky.

**DEE AND RICKY**  
GA-110DR-1A

**13**

# METAL-COVERED

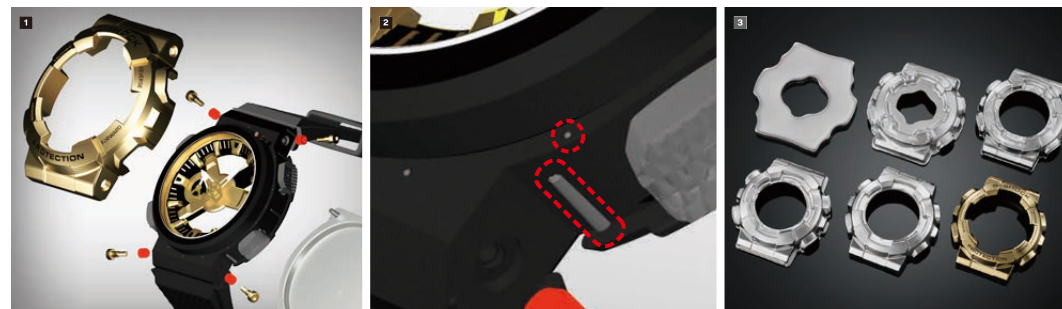
## GM-110/110G

Fresh new color, material and finishing, with the design identity of the GA-110 fully intact.

Born of a new vision to combine industrial and street sensibilities, the GM-110 hits the scene, clad in metal.



## STRUCTURE



### 1 Metal-Covered Shock-Resistant Structure

The bezel is crafted with metal material. Minute protrusions on the inner case reduce surface contact with the bezel to cushion shocks to the module.

### 2 Glass Fiber Reinforced Resin Inner Case

Glass fibers are incorporated into the resin for increased strength. The material's resistance to breakage and bending protects the module from external shock.

### 3 Forged and Molded Bezel

Undergoing about 20 forging processes, as well as cutting and polishing, the bezel is precisely crafted from a highly uneven molding to a back surface shape that determines the precision of its assembly.

#### - Hairline and Mirror Finishes [GM-110]

Circular and radial hairline finishes are applied to the raised and low portions of the bezel, and the slanted surface is polished to a mirror finish.

#### - Gold Ion Plating (IP) and All-Mirror Finish [GM-110G]

Mirror finishing is applied to the metal bezel. Gold coloration is achieved with an IP process.



## DESIGN

### Laminated Dial

The four-layer parts arrangement presents an impression of depth. Dimensional molding and metallic-toned coloration give the iconic Y-shaped part an ingot-like texture in its finish.



### Hand Shapes

Large-sized hour and minute hands reinforce the impression of solidity with their simplicity. Crafted with particular attention down to the minute details, with features including punching and luminescence.

### Band Design

The watch employs a simple, thick resin band. Industrial-style geometric patterns on the surface give an impression of depth.

## FUNCTION

### Super Illuminator

High-intensity LED lights up the watch face with high-intensity light, maintaining watch readability in the dark.



### Magnetic Resistant

JIS1 magnetic resistance is achieved with a magnetic-resistant plate mounted in the module. This prevents magnetism-caused hand deviation.

### Battery Life of about 3 years

A newly designed module delivers power-saving benefits to achieve extended battery life of about 3 years, up from conventional models' 2 years.

# MULTI-COLORED, METAL-COVERED GM-110RB/110B

Marking the 10th anniversary of the GA-110 series, an homage to the GA-110F-2 that debuted in the very first year.

Accomplishing further evolution with its metal exterior and gradations, a new super-multi-colored model is born.



## FEATURES

### GM-110RB

#### Rainbow IP Bezel

The metal bezel, with its mirror finish, has a rainbow IP process applied to it. A vibrant, multi-colored look is achieved with an intricate masking process.

#### Dial with Multi-Color Vapor Deposition

A vapor deposition process gives multi-colored hues to the hands, index, decorative parts and more. The LCD features two-tone color blocking.

#### Translucent Band

The band is crafted with translucent resin material giving an impression of gloss. With fluorescent hues of red, blue and yellow, the band presents a sense of varied material construction.



GM-110RB-2A

### GM-110B

#### Gray IP Bezel

Mirror finishing is applied to the metal bezel. Its coloration is achieved with a gray IP process. Set off against the dial, the monotone finish of its exterior provides a nice contrast.

#### Rainbow Dial

A vapor deposition process gives rainbow hues to the dial's Y-shaped part, dial ring and more. Subtle gradations reinforce the metallic look of the dial.



GM-110B-1A



GM-110-1A



GM-110G-1A9



GM-110B-1A



GM-110RB-2A



GA-110-1A



GA-110-1B



GA-110GB-1A



GA-110RG-1A



GA-110RG-7A



GA-110HR-1A



GA-110MMC-1A



GA-110CC-2A

[GA-110] •Shock-resistant •200-meter water resistance •Magnetic-resistant •World time •1/1000-second stopwatch •Speed measurement function •Countdown timer •5 daily alarms  
•Auto LED light •Accuracy: ±15 seconds per month •Approx. battery life: 3 years [GM-110] •Shock-resistant •200-meter water resistance •Magnetic-resistant •World time •1/100-second  
stopwatch •Countdown timer •5 daily alarms •Auto LED light (Super Illuminator) •Accuracy: ±15 seconds per month •Approx. battery life: 3 years

[world.g-shock.com](http://world.g-shock.com)

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*Design and specifications are subject to change without notice.  
The colors of actual products may differ somewhat from their appearance in this catalog.*

