

CASIO · 1981 — 2026

G-SHOCK

The history of the unbreakable watch — from one broken gift to 140 million units, told for people who collect them.

SHOCK RESIST · TRIPLE 10 · MODULE 240 · EST. 1983

POWERED BY BENJAMIN STAFFORD



1981 · TOKYO

ONE BROKEN WATCH

Casio engineer **Kikuo Ibe** was carrying a mechanical watch his father had given him when a sidewalk collision knocked it to the pavement. It shattered beyond repair.

Every fine watch of the era shared the weakness: drop it and it broke. Ibe, then in charge of watch exterior design, decided that was a solvable problem — and put a single handwritten line in front of Casio management. They approved it.

PROPOSAL · FULL
TEXT

“A durable
watch that
will not
break, even
when
dropped.”

— K. IBE, WATCH
EXTERIOR DESIGN, 1981

THE DESIGN BRIEF

THE TRIPLE 10 CONCEPT

10_m

FREE-FALL SURVIVAL

Shock resistance to a
ten-meter drop onto
hard ground

10_{bar}

WATER RESISTANCE

100 meters of water
pressure, sealed
against the elements

10_{yr}

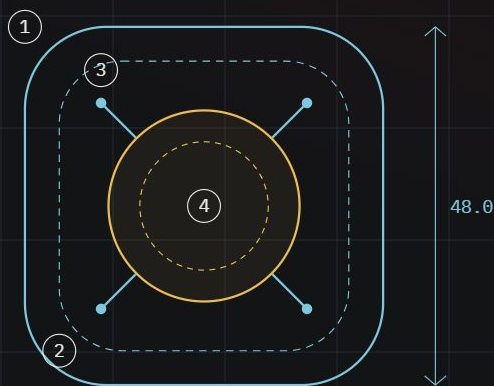
BATTERY LIFE

A decade of
timekeeping on a single
cell

Team Tough — Ibe and three engineers — spent two years drop-testing over 200 prototypes, many hurled from the third-floor bathroom window of Casio's R&D building. All of them broke. The answer came in a park, watching a girl bounce a rubber ball: don't armor the module. Let it float.

1982 · PROOF OF CONCEPT
· DWG NO. TT-0200

THE FLOATING MODULE



SECTION A-A · SCALE 2:1 · TEAM TOUGH, 1982

01 Urethane outer bezel

Absorbs the first hit before it reaches the case

02 Hollow cavity

Empty space — the module never touches the shell directly

03 Point contacts ×4

The module is suspended at a handful of points, not clamped

04 Quartz module in urethane-foam cradle

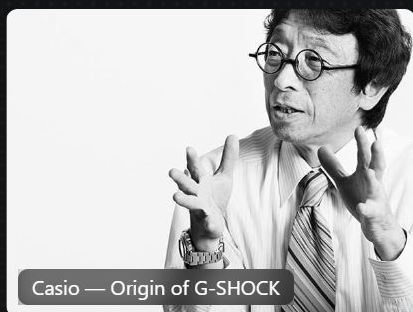
Floats like a ball inside its shell — the park insight, engineered

This “float” construction remains the fundamental structure of every G-Shock made today.

1981 — 1983 · FROM THE
CASIO ARCHIVE

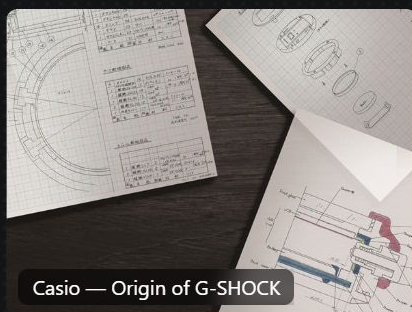
DEVELOPMENT ARCHIVE

Original material from Casio's own record of the project — the man, the sketches, the rubber-ball test that unlocked the floating module, and the prototypes that didn't make it.



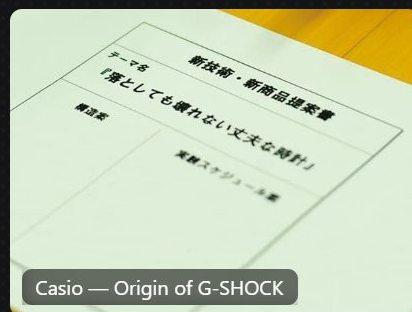
Casio — Origin of G-SHOCK

KIKUO IBE · FATHER OF G-SHOCK



Casio — Origin of G-SHOCK

ORIGINAL DESIGN SKETCHES



Casio — Origin of G-SHOCK

THE DEVELOPMENT BENCH



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MODULE IN A RUBBER BALL
· THE TEST



Casio — Origin of G-SHOCK

A BROKEN PROTOTYPE



Casio — Origin of G-SHOCK

HOLLOW-STRUCTURE CONCEPT

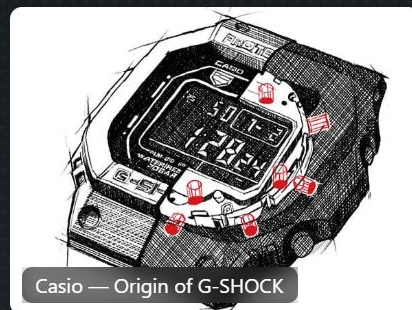


CASE SECTION ON ORIGINAL
DRAWINGS



Casio — Origin of G-SHOCK

THE PARK MOMENT · CASIO
ILLUSTRATION



Casio — Origin of G-SHOCK

THE FLOATING MODULE,
REALIZED

APRIL 1983 • LAUNCH

DW-5000C

The first G-Shock — named for the *gravitational shock* it was built to withstand. Two launch colorways: the red-accented DW-5000C-1A and the gold-lettered 1B.



Casio — Origin of G-SHOCK

MODULE	240
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CASE BACK	SCREW-DOWN STAINLESS
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WATER RESIST	200 M
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FUNCTIONS	ALARM • TIMER • STOPWATCH
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PRODUCTION	1983 — 1984
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Discontinued after roughly a year. Dead-stock originals now trade for \$10,000 and up; even worn examples with replacement bands command four figures.

1983 — 1989

A SLOW START, THEN A SLAP SHOT

Japan didn't bite at first — the chunky square was practical, not pretty. The turning point came in 1984, when a North American TV ad showed a hockey player taking a slap shot with a DW-5200C as the puck. Sales took off among outdoor enthusiasts, firefighters and police.

Then the street took over: skateboarders on the US west coast, hip-hop on the east. Japanese kids importing American youth culture brought the G-Shock home — the US success made it a hit in Japan. Analog versions joined in 1989.



Arm yourself with the latest technology.

For years, Casio technology has helped make life easier for people by making their watches work harder. In turn, these people have made Casio the world leader in digital watches.

Now Casio's latest collection of 100% quartz watches—both digital and analog—takes high tech to new heights. For instance, it's not enough that our touch sensitive models give you the time in two modes and two zones, the date, an alarm, stopwatch and calculator. They let you write your calculations right on their faces.

And besides all the regular Casio timekeeping, datekeeping, stopwatch and calculator functions, our Data Bank watches store phone numbers and other important information in their memory so you can recall it at the touch of a button.

Our G-shock model, on the other hand, (or wrist) besides offering the usual array of sophisticated timing functions, can take a shot with the best of them. It can withstand drops of 33 feet (2 floors) and depths of 200 meters (over 600 feet).

And as for looks, our women's models are true knockouts—whether they're gliding around the country club dance floor or the ocean floor.

Life isn't getting any easier. To help you cope, arm yourself with the latest technology. From Casio.



CASIO
Where miracles never cease

1990 — 1999

THE ICONS ARRIVE



1993

Frogman

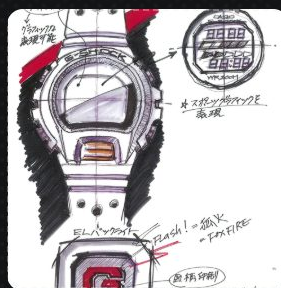
First ISO-certified G-Shock diver, 200 m — genesis of Master of G



1994

Baby-G

Smaller line launched with the DW-520, same shock resistance



1995

DW-6900

The round “Third Eye” — the second great G-Shock icon



1996

MR-G

First full-metal G-Shock; foundation of the luxury tier

After a mid-decade fashion boom cooled, Casio refocused on the basics — shock resistance, tough performance, new technology — and the line has evolved on those terms ever since.

1990s — TODAY

STREET CREDENTIALS

Limited-edition collaborations with artists and streetwear designers turned the tool watch into a collector's chase — and kept it culturally current for three decades.



25th Anniversary

2008 — white and clear limited squares and Frogman, “Shock Resistant Since 1983”



35th Anniversary Glacier Gold

2018 — fully transparent skeleton case with gold accents



Throwback 1990s Series

2019 — CasiOak and squares in white, pink and purple '90s colorways

Kith, sneaker boutiques, anime franchises, John Mayer’s Hodinkee editions — the roster runs long, and the limited drops are exactly what keeps completist collectors up at night.

2000 — 2009

SELF-SUFFICIENT WATCHES



2002 **Tough Solar + radio control**

The GW-300 pairs light-powered charging with atomic-clock calibration — no battery changes, no time-setting

2008 **Multi-Band 6**

Calibration signals received from six stations worldwide

2000s **Master of G expands**

Mudman, Gulfman, Riseman — sensor-laden specialists for mud, sea and altitude

2010 — TODAY

METAL, CARBON, CONNECTED

2012 **Bluetooth arrives**

GB-6900 links to the smartphone — two years before the Apple Watch

2014 **GPS hybrid timekeeping**

GPW-1000 syncs from GPS satellites and six radio stations

2018 **GMW-B5000 full-metal square**

The 1983 shape reforged in stainless steel — screw-back reborn as the flagship Origin

2019 **Carbon Core Guard**

Carbon-reinforced cases; the octagonal GA-2100 becomes a modern icon



THE PORTFOLIO

1983 - 2026 · SIXTEEN ICONS



FOUR DECADES ON ONE WALL



DW-5000C · 1983 ·
THE ORIGINAL



"TREAT IT LIKE YOU
HATE IT" · '90s AD



DW-5600 · 1987 ·
THE SQUARE



DW-5900 · 1990 ·
TRI-GRAPH AD



FROGMAN · 1993 ·
THE DIVER



BABY-G · 1994



DW-6900 · 1995 ·
THIRD EYE



MR-G · 1996 · FULL
METAL



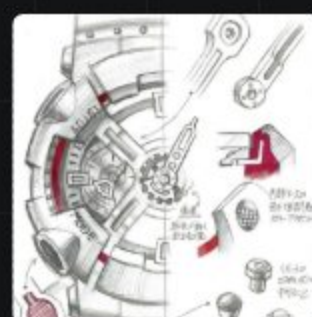
MT-G · 1999 ·
METAL TWISTED



GW-300 · 2002 ·
TOUGH SOLAR



MUDMAN · 2000s ·
MASTER OF G



GA-110 · 2010 ·
DESIGN SKETCH



MRG-G1000HT · 2017
· HAMMER TONE



MUDMASTER · 2015



GMW-B5000 · 2018 ·
ORIGIN



GA-2100 · 2019 ·
CARBON CORE

CUMULATIVE

BY THE NUMBERS

140M+

UNITS
SHIPPED
WORLDWIDE

140+

COUNTRIES &
REGIONS
SOLD

43

YEARS IN
CONTINUOUS
PRODUCTION

\$10K+

DEAD-STOCK
DW-5000C
VALUE

KIKUO IBE • FATHER OF G-SHOCK

“TOUGHNESS IS EMBRACING FAILURES.”

Two hundred broken prototypes out of a bathroom window, and one idea from a bouncing ball. Ibe joined Casio in 1976, proposed the unbreakable watch in 1981, and still travels the world for the brand he created.



KIKUO IBE, WEARING THE
SQUARE

SOURCES

[Casio — Origin of G-Shock \(GMW-B5000 Stories\)](#)

[Watchonista — A Look Back at the History of the Casio G-Shock](#)

[Nippon.com — Ibe Kikuo and the Development of the G-Shock](#)

[G-Central — The History of the Casio G-Shock Watch](#)

G-SHOCK HISTORY • 1981 — 2026 • UNOFFICIAL FAN RETROSPECTIVE

POWERED BY BENJAMIN STAFFORD