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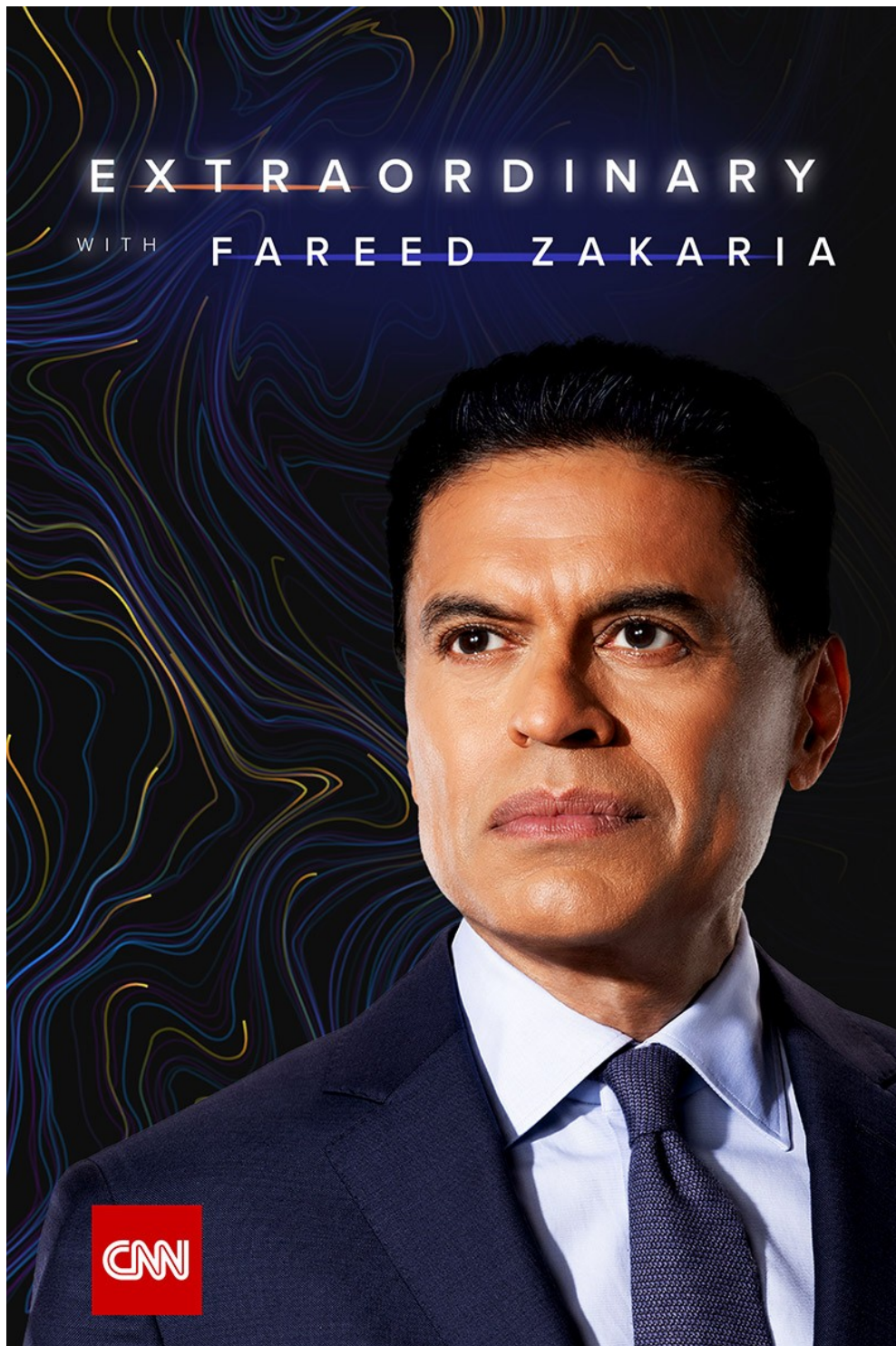
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GQ EXCLUSIVE ADVERTISING SECTION

THE WATCHMAN

When award-winning menswear designer Robert Geller started talking to watchmaker G-Shock about a possible collaboration involving its Metal Twisted G-Shock (MT-G), he immediately saw an alignment between their two brands. "G-Shock is based on its quality, its toughness. It's something that will last forever, and that's what I want to do with my clothing, as well," says Geller, who produces nearly 100 percent of his collection in Japan.

At the most recent New York Fashion Week, that collaboration came to fruition, as the designer incorporated the bold-faced timepiece into a dozen of his runway looks. "My collection is sort of worn," explains Geller, who will soon be introducing his brand to the European market, while also launching a denim line. "And the MT-G is very pristine, perfectly finished. It just worked really well, in a contrasty way."

Dualities are important to Geller. "I like that complexity in men," he says. "The idea of having a combination of masculinity and sensitivity, strength and romance—that to me is very modern. Sometimes I describe it as a guy who loves to go to a football match but still loves his mom." So is Geller a tough guy, we wonder? The designer smirks, admiring the MT-G on his wrist. "I'm tough enough."

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+ UNDERWEAR
by Robert Geller

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gshock.com

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G-SHOCK

MT-G

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A man in a dark suit and white shirt, identified as Mark Holmes, is shown from the chest up. He is holding a small glass of tequila with ice cubes in his right hand, looking directly at the camera with a serious expression. His left hand rests on a dark, reflective surface. In the foreground, a bottle of 1800 Silver Tequila is visible. The background is dark with out-of-focus lights, creating a bokeh effect. The overall mood is sophisticated and cinematic.

Enough said

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