

# G-SHOCK X BAMFORD

**G-SHOCK and Bamford London unveil the new collaborative  
DW-6900BWD-1**



Bamford London and G-SHOCK have unveiled a new collaborative timepiece, the second to emerge from a union bringing together two of the biggest names in the watch industry.

Coming this July, the unmistakable Bamford blue accented DW-6900BWD-1 will follow up 2020s debut Bamford x G-SHOCK watch. The first collaboration nodded to G-SHOCK's heritage by reimagining the original 5600 model, whipping up a frenzy amongst collectors of both brands, hitting headlines across the globe and consequently, selling out in just 3 minutes.

For this latest launch they have again selected a classic model from the archive and combined the robustness of a G-SHOCK with George Bamford's masterful styling.

The DW-6900BWD-1 BAMFORD features George Bamford's new triple blue concept, utilising three different shades of Bamford's signature powder blue for striking effect. The blue hue also brings life to the underside of the strap and can be seen when the watch is worn on the wrist. Off setting all of the blue touches is a jet black dial.



George Bamford, Founder, Bamford Watch Department comments: *“It is amazing to be working with G-SHOCK on another timepiece. In 2020 we released our first collaboration and we have been eager to do another ever since. The 6900 model holds personal significance to me as it’s the first G-Shock I owned. I love seeing the different shades of our Bamford aqua blue throughout the design and our blue on the iconic ‘G’ symbol backlight button is a special moment.*”

Warren Halliwell, G-SHOCK Content & Campaign Manager added: *“The opportunity to work with George and the Bamford team again wasn’t to be missed. The first chapter in our journey was the immensely popular GW-M5610BWD20 which is considered a rare find today. We’re excited to launch this new edition and are confident it will be equally as well received.”*

The collaboration will be available from August onwards worldwide.

### Technical Features

- EL Backlight
- Black IP treatment (buckle, caseback, buttons)
- Water resistant: 200m
- Shock Resistant
- **Battery Life:** 18 -24 months
- **Alarm Function**
- **Auto Calendar**
- **Stopwatch Function**
- **Dimensions:** 53.2mm x 50.0mm x 18.7mm

### **About G-SHOCK**

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK is the watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK creates technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, watches built to last forever through a constant pursuit of toughness. Launched in 1983, G-SHOCK celebrated its 35th Anniversary in 2018 and its watches have sold over 100 million in over 100 countries during that time. Alongside its classic offering, G-SHOCK launched its Premium range in 2011. The G-SHOCK Premium collection uses the highest standards of engineering and rigorous testing at its design centre in Yamagata, Japan, to ensure that every piece remains true to the original concept, whilst a combination of fine materials and styling deliver the ultimate in luxury timepieces.

### **About Bamford London**

The name Bamford London is synonymous with uncompromising style and quality. The company was founded by George Bamford. George's passion for all things mechanical led him into the world of timepieces at a young age. Today, Bamford London is the world's ultimate hub for personalised luxury watch customisation of some of the most iconic sports watches. "If you can imagine it we can create it", the mission statement behind George Bamford's company continues to develop as he pushes it to the next level to continue to make the brand individual and exciting.

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