

**BAMFORD**  
L O N D O N

**G-SHOCK**

### **Bamford London unveil their inaugural collaboration with G-SHOCK**

Bamford Watch Department, and G-SHOCK announce their inaugural collaboration with the launch of a Limited Edition G-SHOCK 5610, a stylish nod to the original G-SHOCK, and a celebration of the brand's heritage. The very limited run of timepieces will feature in the brand's iconic Origins product category, and will be launched in the UK on 17th September 2020.

Designed around the original G-SHOCK rectangular case shape, the 5610 watch features an advanced functionality spec with a Multi Band 6 Radio Controlled technology ensuring the most accurate timekeeping and boasts solar power for maximum reliability. This functionality is housed in a slim, shock resistant, resin case that frames the scratch resistant glass lens. Bamford Watch Department have embellished the case, dial and hands with their distinct BWD signature Aqua blue.

George Bamford, Founder, Bamford Watch Department comments: "We are excited to be working as an official partner to G-SHOCK, a brand that has been on my wish list to work with for some time. I am a huge fan of the brand, and have a treasured collection of their watches. Working with them on a new timepiece that takes its inspiration from the original that was launched in 1983 is very special. I am honoured to have the opportunity to be able to add our own inspiration and design input to this true classic. We look forward to building our relationship further through this new partnership".

Jennifer Kelly, G-SHOCK Senior Brand Manager added: "We are delighted to be working with George and his talented team on this project. It's a real meeting of minds and has been a great opportunity to take our timeless classic 5600 case and have Bamford give it his signature twist".

#### **DOWNLOAD THE IMAGE ASSET PACK HERE:**

<https://www.dropbox.com/sh/fnh19s1y9u88txb/AABm3YCIYeilyOf0M-5VdsWqa?dl=0>

#### **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.

[www.bamfordlondon.com](http://www.bamfordlondon.com) / [@bamfordldn](https://www.instagram.com/bamfordldn)

#### **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.

[www.g-shock.co.uk](http://www.g-shock.co.uk) / [@gshock\\_uk](https://www.instagram.com/gshock_uk)

## TECHNICAL FEATURES

**Water resistant:** To 200 Metres

**Solar powered:** A high-capacity solar-charging system harnesses the power of any light source for reliable watch operation with minimal impact to the environment.

**Shock & Vibration Resistant:** Patented Hollow Core Guard Structure protects against impact and vibration

**Radio Controlled Timekeeping:** Multi-Band 6: Automatic Atomic Time updates are received for exceptional accuracy

**Countdown Timer:** Countdown Range: 24 hours, Measuring Unit: 1 second

**Low Temperature Resistant:** Down to -10 °C/ 14°F

**Stopwatch**

**World Time function**

**RRP: £149.00.**

**Stockists information: Available exclusively from September 17th 2020 from Bamford London, G-SHOCK, Beaverbrooks, & Dover Street Market.**

[www.bamfordlondon.com](http://www.bamfordlondon.com) / @bamfordldn

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