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Tokyo, Japan

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**BABY-G**

2020 Spring & Summer Collection





# BABY-G

2020 Spring & Summer Collection

*An unforgettable summer,  
ticking moment by moment*

Swinging palm trees, sparkling sunshine,  
a clear blue sky, the silver sea drawing in.  
Time spent in a special place is an eternal treasure.  
Where will we be going this summer?

A BABY-G bursting with color and pop  
for girls who are full of excitement!

With a tough and fashionable watch filled with features  
to enjoy your active lifestyle,  
this summer will yet again become a season you can't forget.



NEW

#this\_summer #BABY-G #colorful #fun #1st\_trip #BFF

# BGA-270

The round-shaped “BGA-270” pops with pastel colors.  
It's the go-to model this summer, with a combination of two different bezels.



BGA-270M-7A



BGA-270-1A



BGA-270-2A



BGA-270-4A



For BGA-270M-7A

The mixed color molding process used to produce the bezel creates color and pattern differences among individual products.

| BGA-270M/270 | Shock resistant, 100m water resistance, World time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light (Super Illuminator)



NEW

#this\_summer #BABY\_G #beach #travel

## BGA-250 ~Beach Traveler Series~

A pink face inspired from seashells reflecting off sunlight, the hour hand in the shape of an anchor, and a metallic index like the shining ocean surface.



BGA-250-2A2

BGA-250-1A3



BGA-250-7A2

BGA-250-4A



| BGA-250 | Shock resistant, 100m water resistance, World time, 1-second Stopwatch, Countdown timer, 5 daily alarms, Neon Illuminator (Black-light LED)

NEW

#this\_summer #BABY\_G #beach #80s #retro

## BGD-560BC/570BC ~80's Beach Colors~



The theme is the American west coast in the 80s. Retro and color designs such as vivid neon colors, and palm trees and sunsets portrayed on the face, adds that special something to your nostalgic summer memories.



BGD-560BC-7

BGD-560BC-9

BGD-570BC-3

BGD-570BC-4

| BGD-560BC/570BC | Shock resistant, 200m water resistance, World time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, EL backlight



NEW

#this\_summer #BABY\_G #beach #sunny #seaglass

## BA-110SC ~Sea Glass Colors~

The latest watches come with a delightful matte skeleton case and band, and are inspired by beautiful sea glass washed up on the shore. Like a piece of beach jewelry, these watches go perfectly with a girly style.



BA-110SC-4A



BA-110SC-7A



BA-110SC-2A



Sea Glass is called "jewels on the beach." It is a beautiful frosted glass made of broken bottles and other pieces that have been rubbed by waves over a long period of time.

| BA-110SC | Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light

NEW

#this\_summer #BABY\_G #tokyo #harajuku #decoration #happy

## BA-110TM ~Tokyo Pop Colors~

BA-110TM portrays the Japanese pop culture that the world has its eye on. With an edgy design with pop colors scattered over a large dial face, it's sure to attract attention on the streets.



BA-110TM-7A

BA-110TM-1A

| BA-110TM | Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



#this\_summer #BABY\_G #beach #wave #surfing

## G-LIDE

The ever-popular G-LIDE is a watch full of functions for surfers, with an extensive selection of colors and forms. All the designs can be enjoyed not only at sea, but in the city as well. Which one would you choose?



BAX-100-1A

BAX-100-3A

BAX-100-7A



BLX-560-1



BLX-560-2



BLX-560-3

| BAX-100 | Shock resistant, 100m water resistance, Dual time, Moon data, Tide graph, 1/100-second stopwatch, Countdown timer, 3 multi-function alarms, Auto LED light (Super Illuminator) | BLX-560 | Shock resistant, 200m water resistance, World time, Moon data, Tide graph, 1/100-second stopwatch, Countdown timer, 3 multi-function alarms, EL backlight, Flash Alert

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NEW

#this\_summer #BABY\_G #skateboard #powerful #yellow

## Limited Colors ~Lightning Yellow~

Special models created for the top athletes' team that G-SHOCK/BABY-G supports.

We support the athletes with a striking bi-color and a lightening motif symbolizing strength and agility.



BGD-560TG-9

DW-5600TGA-9  
G-SHOCK

DW-6900TGA-9  
G-SHOCK

DETAIL



Backlight image  
(DW-5600TGA)



Band printing  
(DW-5600TGA/6900TGA)  
This image is DW-5600TGA-9.

Aori Nishimura

Born in Tokyo. In 2016, she was the first Japanese ever to participate in the Street League Super Crown. In the following year, she also became the first Japanese female street skater to ever win an X-Games gold medal. She has won multiple X-Games titles since then and in 2019, she earned her title as the first Champion of the SLS Women's World Championships Super Crown. She is the female skateboarder who attracts global attention.

| BGD-560TG | Shock resistant, 200m water resistance, World time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, EL backlight

| DW-5600TGA/DW-6900TGA | Shock resistant, 200m water resistance, Flash alert, 1/100-second stopwatch, Countdown timer, Multi-function alarm, EL backlight



NEW

#this\_summer #BABY\_G #smartphone #jogging #workout

# G-SQUAD

A new color hitting the scenes from the sports line featuring various active functions.

With a smokey tone conceived from popular sportswear, this watch will stylishly color the wrists of women who work out and always improving themselves.



BSA-B100MC-4A



BSA-B100MC-8A



BSA-B100MT-1A



BSA-B100-2A



BSA-B100-4A1



BSA-B100-4A2



BSA-B100MF-1A



BSA-B100MF-7A

| BSA-B100MC/B100MT | Shock resistant, 100m water resistance, Dual time, Smartphone link functions, Step tracker, Step reminder, 1/100-second stopwatch (Memory capacity: up to 200 records), Countdown timer (Timer for interval measurement), 5 daily alarms, Auto double LED light (Super Illuminator)

## SMARTPHONE LINK

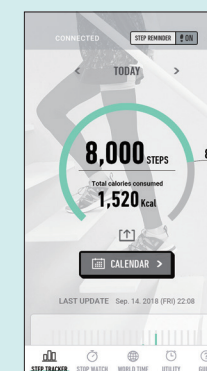


### BABY-G Connected

Data measured by your watch is forwarded to your smartphone to be easily managed in various exercise records on your app.

#### For Daily Exercise Management

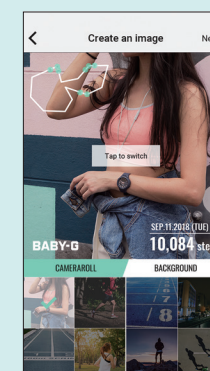
Step tracker and calories burned



Your number of steps and calorie consumption is displayed for each day on the top page. You can easily see your achievement rate on a circular graph and your amount of activity depending on different times of the day.

#### Sharing on SNS

Share card



You can share your daily accomplishments (step count, map) on SNSs with a picture card.

#### For working out

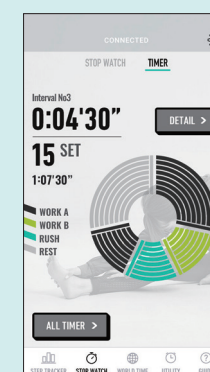
Stopwatch record management



Displays a list of your lap times measured by your watch, down to the 1/100 second. You can see not only your best, worst, and average times, but also the difference between your preset goal time.

#### Workout routine planner

Step tracker and calories burned



You can create an interval training menu on the app (maximum 5 by 20 sets). By transferring the menu to your watch, you can check the elapsed and remaining times right on your wrist.

| BSA-B100/B100MF | Shock resistant, 100m water resistance, Dual time, Smartphone link functions, Step tracker, Step reminder, 1/100-second stopwatch (Memory capacity: up to 200 records), Countdown timer (Timer for interval measurement), 5 daily alarms, Auto double LED light (Super Illuminator)



#this\_summer #BABY\_G #fun #glitter #cutie\_lovely

## BA-110/130 ~BASIC~

The classic and basic BABY-G models.

Choose the perfect watch for yourself from a large selection of forms, colors and designs!



BA-130-1A4



BA-130-4A



BA-130-7A1



BA-130-7A2

| BA-130 | Shock resistant, 100m water resistance, World time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



BA-110-7A1



BA-110-1A

| BA-110 | Shock resistant, 100m water resistance, World time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light

