

CASIO to Release kolor × G-SHOCK Collaboration Model

Delivering a Refined Look by
Combining Different Materials and Colours



GMW-B5000KL

BASEL, March 21, 2018 — Casio Computer Co., Ltd. announced today that it will release the GMW-B5000KL, a special collaboration model created with the Japanese fashion brand kolor, in its G-SHOCK brand of shock-resistant watches. A limited edition of 700 watches will be sold worldwide.

The Japanese fashion brand kolor was launched in 2004 and has since earned strong acclaim both in and outside of Japan. The label's designs and painstaking attention to materials and stitching are a great match for the G-SHOCK brand's dedication to cutting-edge technologies and designs, which led to the collaboration.

The collaboration model is based on the GMW-B5000, the latest addition to the 5000 series, which features the iconic square shape of the G-SHOCK brand. The GMW-B5000KL uses a combination of different materials, with the case and bezel made from stainless steel and a band made from resin. The design evokes the unique vision of the kolor brand, which is known for combining different materials. The watch features a distinct gold and black finish throughout, capturing kolor's original use of colour in a way that is uniquely G-SHOCK.

A special G-SHOCK 35th anniversary logo design by kolor is engraved on the back case. Other special design touches include the kolor logo on the strap keeper.

In terms of features, the GMW-B5000KL is equipped with the Connected Engine module, which connects to a time server via a paired smartphone and receives radio wave time-calibration signals to keep accurate time anywhere in the world. The wearer can also use the G-SHOCK Connected smartphone app to look up instructions for operating the watch and easily change settings such as the world time and alarms from the app.

■ Designer Profile

Junichi Abe

Born in 1965. Graduated from Bunka Fashion College in Tokyo, Japan with a focus on Creative Apparel Design. Worked for a number of clothing brands before launching kolor in 2004.

■ About kolor

kolor launched its first collection with the Spring/Summer 2005 collection, and in 2009 opened its own store in Minami-Aoyama, Tokyo. The label presented in Paris for the first time with the Spring/Summer 2008 collection and made its runway debut with the Autumn/Winter 2012 collection. In 2013, kolor was chosen to be the main guest designer at Pitti Uomo 84, where it presented the Spring/Summer 2014 menswear collection. The label has won popular acclaim for its timely design and attention to balancing patterns, materials, and stitching.



GMW-B5000KL-1



Case back



Strap keeper

Specifications

Construction		Shock-resistant
Water Resistance		20 bar
Radio Frequency		77.5 kHz (DCF77: Germany); 60 kHz (MSF: UK); 60 kHz (WWVB: USA); 40 kHz (JJY: Fukushima, Japan) / 60 kHz (JJY: Kyushu, Japan); 68.5 kHz (BPC: China)
Radio Wave Reception		Automatic reception up to six times a day (except for use in China: up to five times a day)
Communication Specifications	Communication Standard	Bluetooth® low energy*
	Signal Range	Up to 2m (may differ depending on surrounding conditions)
World Time		5 world times selected from 39 cities (39 time zones,* daylight saving on/off) and Coordinated Universal Time, city name display, home time/world time switching * May be updated when connected to a smartphone.
Stopwatch		1/100 second (00'00"00~59'59"99) / 1 second (1:00'00"~23:59'59"); measuring capacity: 23:59'59.99"; measuring modes: elapsed time, split time, 1st and 2nd place times
Countdown Timer		Measuring unit: 1 second (maximum 24 hours)
Alarm		5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions		Smartphone Link functions (world time: over 300 cities + user-added cities, automatic time adjustment, easy watch setting); Time & Place; Reminder; Phone Finder; date display (month/date switching); day display (in English, Spanish, French, German, Italian and Russian); full auto-calendar; 12/24-hour format; button operation tone on/off; full auto LED backlight (super illuminator and afterglow: 2/4 seconds, fade-in/fade-out afterglow); low battery alert
Power Source		Tough Solar power system (solar-charging system)
Continuous Operation		About 22 months with the power-saving function* ² ON after full charge * ² Power-saving after a certain period in a dark location
Size of Case		49.3 × 43.2 × 13.0 mm
Total Weight		Approx. 96g

* The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Casio Computer Co., Ltd. is under license.