



BCBG GENERATION

FEBRUARY MARKET 2012

INSPIRED BY THE MODERN WOMAN WITH A YOUTHFUL ATTITUDE, BCBGENERATION IS AN AGELESS BRAND CREATED FOR ALL GENERATIONS. WITH A COMPLETE LIFESTYLE OFFERING, IT BALANCES A FEMININE, SEXY AESTHETIC WITH AN ECLECTIC, URBAN SENSIBILITY. BCBGENERATION AFFORDS EVERY WOMAN THE FREEDOM TO EXPLORE, EXPAND AND EXPRESS HER INDIVIDUALITY THROUGH HER PERSONAL STYLE.

HOPE *This is your time*
DEFINE YOURSELF
Dream with eyes wide open
Dream with eyes wide open
THIS IS YOUR TIME **LOVE**
Make every moment special
GENERATION
BCBGENERATION
DEFINE YOURSELF
HOPE
BCB
DRIVE
Dream with eyes wide open
THIS IS YOUR TIME
Make every moment special
BCBGENERATION

COLLECTION:
SPORT

DELIVERY:
4/15/12



GL4183 | \$65.00



GL4185 | \$65.00



GL4186 | \$65.00

COLLECTION:
FASHION

DELIVERY:
4/15/12



GL4187 | \$60.00



GL4188 | \$60.00



GL4179 | \$65.00



GL4180 | \$65.00



GL4181 | \$65.00



GL4182 | \$65.00

COLLECTION:
SPORT

DELIVERY:
5/25/12



GL4190 | \$65.00



GL4191 | \$65.00

COLLECTION:
CLASSIC

DELIVERY:
5/25/12



GL4192 | \$75.00



GL4193 | \$75.00

COLLECTION:
SPORT

DELIVERY:
5/25/12



GL4194 | \$65.00



GL4195 | \$65.00



GL4196 | \$65.00



GL4134 \$65.00



GL4135 \$65.00



GL4136 \$65.00



GL4137 \$65.00



GL4138 \$65.00



GL4146 \$65.00



GL4147 \$55.00



GL4150 \$55.00



GL4151 \$55.00



GL4152 \$55.00



GL4155 \$55.00



GL4156 \$75.00



GL4157 \$75.00



GL4163 \$50.00



GL4164 \$50.00



GL4166 \$45.00



GL4167 \$45.00



GL4169 \$45.00



GL4171 \$40.00



GL4173 \$40.00



GL4174 \$40.00



GL4175 \$65.00



GL4176 \$60.00



GL4177 \$50.00



GL4178 \$55.00



GL4179 \$65.00



GL4186 \$65.00



GL4181 \$65.00



GL4182 \$65.00



GL4183 \$65.00



GL4185 \$65.00



GL4186 \$65.00



GL4187 \$60.00



GL4188 \$60.00



GL4190 \$65.00



GL4191 \$65.00



GL4192 \$75.00



GL4193 \$75.00



GL4194 \$65.00



GL4195 \$65.00



GL4196 \$65.00



GL4136 **RETAIL: \$65.00**

SILVER-TONE HEART SHAPED CASE WITH BLACK ENAMEL ON BEZEL, WHITE DIAL, BLACK GENUINE LEATHER STRAP, 2 HAND MOVEMENT. 32MM CASE.

UPC: 020571089211



GL4137 **RETAIL: \$65.00**

SILVER-TONE HEART SHAPED CASE WITH BLACK ENAMEL ON BEZEL, WHITE DIAL, RED GENUINE LEATHER STRAP, 2 HAND MOVEMENT. 32MM CASE.

UPC: 020571089228



GL4138 **RETAIL: \$65.00**

SILVER-TONE HEART SHAPED CASE WITH BLACK ENAMEL ON BEZEL, WHITE DIAL, WHITE GENUINE LEATHER STRAP, 2 HAND MOVEMENT. 32MM CASE.

UPC: 020571089235



GL4147 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, FACETED CRYSTAL, RED DIAL, RED GENUINE LEATHER STRAP, 3 HAND MOVEMENT. 23MM CASE.

UPC: 020571089266



GL4150 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, FACETED CRYSTAL, ACQUA BLUE DIAL, ACQUA BLUE GENUINE LEATHER STRAP, 3 HAND MOVEMENT. 23MM CASE.

UPC: 020571089297



GL4163 **RETAIL: \$50.00**

SILVER-TONE ROUND CASE, BLACK DIAL, SMOOTH BLACK GENUINE LEATHER STRAP WITH SILVER 'LOVE' LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571089310



GL4164 **RETAIL: \$50.00**

SILVER-TONE ROUND CASE, GREEN DIAL, SMOOTH GREEN GENUINE LEATHER STRAP WITH SILVER 'LOVE' LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571089327



GL4166 **RETAIL: \$45.00**

SILVER-TONE ROUND CASE WITH BROWN LEATHER-TOPPED ROBOT PENDANT, WHITE DIAL, BROWN LEATHER STRING NECKLACE, 3 HAND MOVEMENT. 19MM CASE.

UPC: 020571086753



GL4167 **RETAIL: \$45.00**

SILVER-TONE ROUND CASE WITH GREEN LEATHER-TOPPED ROBOT PENDANT, WHITE DIAL, GREEN LEATHER STRING NECKLACE, 3 HAND MOVEMENT. 19MM CASE.

UPC: 020571089259



GL4169 **RETAIL: \$45.00**

SILVER-TONE ROUND CASE WITH BLUE LEATHER-TOPPED ROBOT PENDANT, WHITE DIAL, BLUE LEATHER STRING NECKLACE, 3 HAND MOVEMENT. 19MM CASE.

UPC: 020571086760



GL4171 **RETAIL: \$40.00**

SILVER-TONE OCTAGON SHAPED CASE WITH FACETED CRYSTAL, SILVER DIAL, STAINLESS STEEL EXPANSION BAND, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571086777



GL4173 **RETAIL: \$40.00**

GOLD-TONE OCTAGON SHAPED CASE WITH FACETED CRYSTAL, PINK DIAL, GOLD-TONE STAINLESS STEEL EXPANSION BAND, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571086784



GL4174 **RETAIL: \$40.00**

SILVER-TONE OCTAGON SHAPED CASE WITH FACETED CRYSTAL, BLACK DIAL, STAINLESS STEEL EXPANSION BAND, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571089334



GL4176 **RETAIL: \$60.00**

GOLD-TONE ROUND CASE, BLACK DIAL, SMOOTH BLACK GENUINE LEATHER STRAP WITH GOLD-TONE 'LOVE' LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571086746



GL4177 **RETAIL: \$50.00**

SILVER-TONE ROUND CASE, NAVY BLUE DIAL, SMOOTH NAVY BLUE GENUINE LEATHER STRAP WITH SILVER 'LOVE' LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571087194



GL4178 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, FACETED CRYSTAL, BLACK DIAL, BLACK GENUINE LEATHER STRAP, 3 HAND MOVEMENT. 23MM CASE.

UPC: 020571089280



GL4179 **RETAIL: \$65.00**

SILVER TONE ROUND CASE, WHITE DIAL WITH FLOATING "LOVE" MINUTE HAND, SMOOTH BLACK LEATHER STRAP, 2 HAND MOVEMENT. 36MM CASE.

UPC: 020571092150



GL4180 **RETAIL: \$65.00**

GOLD TONE ROUND CASE, WHITE DIAL WITH FLOATING "LOVE" MINUTE HAND, SMOOTH WHITE LEATHER STRAP, 2 HAND MOVEMENT. 36MM CASE.

UPC: 020571092167



GL4181 **RETAIL: \$65.00**

SILVER TONE ROUND CASE, WHITE DIAL WITH FLOATING "LOVE" MINUTE HAND, SMOOTH GUAVA LEATHER STRAP, 2 HAND MOVEMENT. 36MM CASE.

UPC: 020571092174



GL4182 **RETAIL: \$65.00**

SILVER TONE ROUND CASE, WHITE DIAL WITH FLOATING "LOVE" MINUTE HAND, SMOOTH TAUPE LEATHER STRAP, 2 HAND MOVEMENT. 36MM CASE.

UPC: 020571092181



GL4187 **RETAIL: \$60.00**

GOLD TONE ROUND CASE, TAN DIAL, SMOOTH TAN STRAP WITH GOLD TONE "LOVE" LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571092136



GL4188 **RETAIL: \$60.00**

ROSE GOLD TONE ROUND CASE, WHITE DIAL, SMOOTH WHITE STRAP WITH ROSE GOLD TONE "LOVE" LETTER CHARMS, 3 HAND MOVEMENT. 27MM CASE.

UPC: 020571092143

**GL4134** RETAIL: \$65.00

SILVER-TONE ROUND CASE, WHITE DIAL WITH BRAND AFFIRMATIONS PRINTED IN BLACK, SILVER HANDS WITH GREEN ACCENT, STAINLESS STEEL BRACELET, 3 HAND MOVEMENT. 36MM CASE.

UPC: 020571089198

**GL4135** RETAIL: \$65.00

SILVER-TONE ROUND CASE, WHITE DIAL WITH BRAND AFFIRMATIONS PRINTED IN BLACK, SILVER HANDS WITH GREEN ACCENT, BLACK GENUINE LEATHER STRAP, 3 HAND MOVEMENT. 36MM CASE.

UPC: 020571089204

**GL4146** RETAIL: \$65.00

SILVER-TONE ROUND CASE, BLACK DIAL WITH TONAL BRAND AFFIRMATION PRINTING ON THE INNER DIAL, BLACK GENUINE LEATHER STRAP WITH TONAL BRAND AFFIRMATION PRINT, 3 HAND MOVEMENT. 38MM CASE.

UPC: 020571086661

**GL4175** RETAIL: \$65.00

SILVER-TONE ROUND CASE, WHITE DIAL WITH TONAL BRAND AFFIRMATION PRINTING ON THE INNER DIAL, WHITE GENUINE LEATHER STRAP WITH BLACK BRAND AFFIRMATION PRINT, 3 HAND MOVEMENT. 38MM CASE.

UPC: 020571089242

**GL4183** RETAIL: \$65.00

BLACK TONE ROUND CASE, BLACK DIAL WITH STACKED DIGITAL DISPLAY, BLACK SILICONE STRAP. 42MM CASE.

UPC: 020571092198

**GL4185** RETAIL: \$65.00

ROSE GOLD TONE ROUND CASE, BLACK DIAL WITH STACKED DIGITAL DISPLAY, BLUE/GREY SILICONE STRAP. 42MM CASE.

UPC: 020571092211

**GL4186** RETAIL: \$65.00

ROSE GOLD TONE ROUND CASE, BLACK DIAL WITH STACKED DIGITAL DISPLAY, WHITE SILICONE STRAP. 42MM CASE.

UPC: 020571092228

**GL4190** RETAIL: \$65.00

ROSE GOLD TONE ROUND CASE WITH MATTE FINISH, ROSE GOLD SUNRAY DIAL, WHITE SILICONE STRAP, 3 HAND WITH DATE MOVEMENT. 38MM CASE.

UPC: 020571092891

**GL4191** RETAIL: \$65.00

BLACK TONE ROUND CASE WITH MATTE FINISH, BLACK DIAL, BLACK SILICONE STRAP, 3 HAND WITH DATE MOVEMENT. 38MM CASE.

UPC: 020571092907



GL4194

RETAIL: \$65.00

ROSE GOLD TONE ROUND CASE, ROSE GOLD DIAL WITH NINJA STAR PRINT, DUAL COLOR CANVAS STRAP, 3 HAND MOVEMENT WITH DATE. 38MM CASE.

UPC: 020571092938



GL4195

RETAIL: \$65.00

GOLD TONE ROUND CASE, GOLD DIAL WITH NINJA STAR PRINT, DUAL COLOR CANVAS STRAP, 3 HAND MOVEMENT WITH DATE. 38MM CASE.

UPC: 020571092945



GL4196

RETAIL: \$65.00

SILVER TONE ROUND CASE, SILVER DIAL WITH NINJA STAR PRINT, DUAL COLOR CANVAS STRAP, 3 HAND MOVEMENT WITH DATE. 38MM CASE.

UPC: 020571092952



GL4151 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, GLOSSY WHITE DIAL, BROWN GENUINE DOUBLE WRAP LEATHER STRAP, 3 HAND MOVEMENT. 18MM CASE.

UPC: 020571086678



GL4152 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, GLOSSY WHITE DIAL, BLACK GENUINE DOUBLE WRAP LEATHER STRAP, 3 HAND MOVEMENT. 18MM CASE.

UPC: 020571086685



GL4155 **RETAIL: \$55.00**

SILVER-TONE SQUARE CASE, GLOSSY WHITE DIAL, BLACK AND TAUPE PRINTED DOUBLE WRAP STRAP, 3 HAND MOVEMENT. 18MM CASE.

UPC: 020571086708



GL4156 **RETAIL: \$75.00**

SILVER-TONE ROUND CASE, BLACK DIAL WITH ROMAN NUMERAL HOUR INDICATORS, STAINLESS STEEL BRACELET WITH FOLDOVER BUCKLE, 3 HAND MOVEMENT. 36MM CASE.

UPC: 020571087187



GL4157 **RETAIL: \$75.00**

GOLD-TONE ROUND CASE, WHITE DIAL WITH ROMAN NUMERAL HOUR INDICATORS, GOLD IP STAINLESS STEEL BRACELET WITH FOLDOVER BUCKLE, 3 HAND MOVEMENT. 36MM CASE.

UPC: 020571086715



GL4192 **RETAIL: \$75.00**

ROSE GOLD TONE ROUND CASE WITH MATTE FINISH, GREY DIAL, ROSE GOLD TONE BRACELET IN MATTE FINISH WITH PUSH BUTTON BUCKLE, 3 HAND WITH DATE MOVEMENT. 38MM CASE.

UPC: 020571092914



GL4193 **RETAIL: \$75.00**

GOLD TONE ROUND CASE WITH MATTE FINISH, WHITE DIAL, GOLD TONE BRACELET IN MATTE FINISH WITH PUSH BUTTON BUCKLE, 3 HAND WITH DATE MOVEMENT. 38MM CASE.

UPC: 020571092921

PRODUCT DISPLAY



SIDE VIEW WITH GRAPHIC INSERT ON BOTH SIDE OF DISPLAY.



STYLE: 101273

DISPLAY DIMENSION: 12.5"(W) X 12.5"(D) X 27.0" (H)

EST. CAPACITY: 40 PCS

INCLUDES: 32 CUFF BASES

32 C-CUFFS

GRAPHIC INSERT

ITEM AVAILABLE BASED ON ORDER

PACKAGING



STYLE: 101082

PACKAGING DIMENSION: 3" (W) X 3.75" (D) X 2.875" (H)

BCBG[®]GENERATION

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