



PRESS INFORMATION

Winner of Baby-G's "Style like Ke\$ha" competition announced!

Budding model Simone becomes new Face of Baby-G 2011



Bild 1: Siegerfoto von Simone im Ke\$ha-Look



Bild 2: Simone Gutsche beim Baby-G Foto-Shooting



Bild 3: Simone Gutsche für Baby-G – flippig



Bild 4: Simone Gutsche für Baby-G - sportlich

Norderstedt, August 2011 – The eccentric American pop singer and Baby-G brand ambassador Ke\$ha is now up against competition from Germany. Simone Gutsche from Ilmenau has won the "Style like Ke\$ha" competition and becomes the new Baby-G face for the coming autumn/winter collection 2011. The 28-year-old came out top among a large number of aspiring models throughout Europe. First of all, she was one of the weekly winners chosen by users and was then selected by the Casio jury as the overall winner of the online competition. Simone impressed them with her creative photo idea and her natural, friendly charisma. "When I found out I had won, I just couldn't believe I had triumphed in the face of such tough, international competition. The first thing I did was jump around for joy on top of my bed," says the pretty secretary.

During the professional shoot for the new leaflet, Simone gave an impressive performance in front of the camera from the very start: She revealed strikingly different looks, from elegant and outlandish through to sporty and casual. Simone finds real enjoyment in styling and modelling and has also already taken small roles in TV programmes and commercials. She's now getting extremely excited about her own personal comp card, which may open up even more doors for her. Casio will use the new Face of Baby-G photo shoot in Baby-G brand communications, such as the campaign leaflet and the website.

Further information about this topic is also available at www.baby-g.de and www.casio-europe.com and about the company at www.casio-europe.com/euro/corporate/casioeurope/