

SHEEN

COLOUR UP

SHE-3034SG-7AUER – The new SHEEN watch unites vibrant colours with radiant elegance

Norderstedt, February 2015 – SHEEN introduces the new SHE-3034SG-7AUER, a watch which gets to the heart of today's spirit with its rose gold and vibrant azure blue. The slightly abstract vintage lettering on the watch face is a stylish contrast to the modern two-tone choice of material. The model stands out with its clear style and a good portion of sophistication to make it the perfect accessory for an unforgettable look. The iconic colour tones are just right for a modern classic: the SHEEN SHE-3034SG-7AUER watch follows the latest trend in multi-metallics and is enhanced with a ceramic bezel and a cream-coloured watch face.

A real highlight of the new SHEEN are the Roman numerals which accentuate the special elegance of the watch. They are evocative of the classic watches from the olden days when the time was read from clock towers or large railway clocks. SHEEN has reinterpreted this vintage lettering in a modern blue and embellished individual numerals with SWAROVSKI elements.

Three round displays show the day, date and the 24-hour clock. The cream-coloured watch face makes the hands and numerals in contrasting azure blue come alive.

The SHE-3034SG-7AUER is this summer's on-trend, reliable companion. The large case of the new SHEEN, combined with a thin wristband, gives it a unique, eye-catching and, at the same time, delicate look. The case and wristband of the SHE-3034SG-7AUER are made from solid, robust stainless steel, and a high-quality safety catch ensures a reliable hold. With its water-resistance of up to five bar, this is a ladies' watch that is also suitable for the more demanding wearer. Thanks to its fluorescent watch hands, the new SHEEN can also be read in darker conditions.



The SHE-3034SG-7AUER is available from retailers at a recommended retail price of €159.

ABOUT SHEEN

SHEEN, the new brand of ladies' watch from CASIO, shows unique and versatile lines of purely analogue timepieces for the modern, confident woman. Titanium-ceramic, sapphire glass, leather and SWAROVSKI® ELEMENTS are some of the high-quality materials which, combined with stylish designs, modern touches and precise workmanship, set the right tone – that of a confident, feminine understatement, focusing on the watch as an everyday accessory.

Five different series show the wide-ranging versatility of the new brand. The **Gold Line** shows elegant design for a stylish look, while the choice of materials in the **titanium-ceramic, sapphire glass models**, for example, make them particularly scratch-resistant and robust. Discover the range of categories and all models at www.sheen.de. Further information on the company is available at www.casio-europe.com/de/unternehmen.

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