



## PRESS INFORMATION

**Baby-G and Married to the Mob Join Forces for Watch Collaboration**

**LET YOUR WRIST LIVE ON THE EDGE!**



**New Jersey/Norderstedt, April 2011** – Casio Baby-G ties the knot with fashionistas everywhere through its new designer collaboration with street-savvy apparel company, Married to the Mob! Baby-G, Casio’s line of femme-fashion driven timepieces, and Married to the Mob, a “glamour meets edge” clothing line for women, are partnering for a city-chic watch collaboration sure to captivate today’s fearless woman. Mixing sweet and tough, the new special-edition Baby-G collaboration model hits stores this Spring.

Married to the Mob, the knockout apparel company catering to hip, young rebellious women of today, helps add the BG5600MOB-4 model to the line of successful timepiece collaborations from Baby-G. With a metallic blush base and Married to the Mob’s “signature lip logo,” the BG5600MOB-4 design emulates alternative vibes for street wear couture. “Married to the Mob” marks the resin band with a logo branded stamp of approval. The new model features button tone operation, shock resistance, 100M water resistance, EL backlight with afterglow, 1/100 second stopwatch, world time from 48 cities, four daily alarms and a countdown timer.

“Working on the Baby-G Married to the Mob watch has been one of the most exciting projects I’ve worked on thus far. I have always admired the brand and getting to be a part of Baby-G is very exciting for me,” said Married to the Mob founder Leah McSweeney. “My



MOB customers had been specifically requesting that I do a watch with Baby-G so I am very pleased to give my loyal customers what they are asking for.”

Married to the Mob founder Leah McSweeney was tired of the guys having all the fun with street clothing so she decided to hit the ground running with a no-holds-barred apparel line for fun-lovin’ girls. McSweeney sought to give a voice and edgy feel to women who she knew could hold their own like a man, but still have the delicate glamour of a woman, and so the fashionably fearless Married to the Mob line was born.

The BG5600MOB-4 model will be available at selected shops.

Further information at [www.baby-g.eu](http://www.baby-g.eu) and [www.casio-europe.com](http://www.casio-europe.com).

#### **About Married to the Mob**

Once a upon a New York summer day in 2004, a bored and sauced up Leah McSweeney came up with the crazy idea of starting her own clothing line - It would be "street" inspired, like so many of her male friends' brands, but catering solely to females; more specifically, to give a voice and edginess to women who could hold their own like a man, but had the finesse and appeal of a woman. In the few days that followed, Leah began making samples, working on designs, and getting her posse of girls together to form the M.O.B Crew - a wild bunch of varying personalities which ultimately contributed to the brand's depth of flavor. With the crew in affect and designs on paper, Married to the Mob was born! It didn't take long for the brand's controversial words to spread, and before Leah even had time to start her second season, everyone wanted a piece of the M.O.B.

Today, seven years later, the company has grown tremendously - between the evolution of the clothes and the brands increasing mark on the scene, it's evident that the MOB are here to stay . No longer just a t-shirt brand, MTTM has expanded into a vast collection of cut and sew, denim, accessories, and boasts an impressive list of collaborations, including projects with KAWS, MCM, Colette, Fafi, Kangol, Reebok, Nike, Lacoste, and Burton, just to name a few. They may have had humble beginnings, but today Married to the Mob is a complete lifestyle brand, focusing not only on clothing, but on bringing you all dope cultural aspects of female-influenced society. With every passing season, the M.O.B. team have been saying "This one's gonna be even hotter than the last", and they have yet to be wrong.

#### **About CASIO Computer Co., Ltd.**

CASIO Computer Co., Ltd. is one of the world’s leading manufacturers of consumer electronics products and business equipment solutions. Since its establishment in 1957, CASIO has strived to realise its corporate creed of “creativity and contribution” through the introduction of innovative and imaginative products. Today, CASIO’s offerings include timepieces, digital cameras, electronic dictionaries, calculators, musical instruments, system equipment, and electronic components such as LCDs. The CASIO Group employs more than 12,000 people worldwide, shipping over 100 million products per year, with net sales of 427 billion yen (approx. US \$ 4.6 billion) in the fiscal year ended March 2010. News and product information from CASIO are available at <http://world.casio.com>