

For immediate publication

Elisabetta Canalis is the new face of the lady's watch brand SHEEN

Basel, April 24, 2013 – Casio is giving its latest watch brand SHEEN an authentic face: actress and model Elisabetta Canalis. Representing feminine elegance, style and self-assurance, both the Italian actress and the new lady's watch collection share such captivating characteristics of a modern woman - a favourable association which promises a positive image transfer for both parties. Elisabetta Canalis will be presenting herself in her role as SHEEN ambassador for the first time at Casio's press conference at Baselworld on 25 April, 2013.

With their stylish, contemporary designs and fine craftsmanship, SHEEN models are glamorous accessories for the discerning woman. From extremely sturdy titanium-ceramic and sapphire glass through to SWAROVSKI® ELEMENTS and quality leather, the collection combines exquisite materials with a classically elegant touch. In Elisabetta Canalis, Casio has found the perfect spokesperson for the new lady's watch brand.

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