

SHEEN

BEAUTY IN BICOLOR

SHE-3507SG-7AUER – The new SHEEN watch brings gold and silver together in perfect harmony

Norderstedt, February 2015 – Gold and silver have long been symbols of luxury, well-defined style and eternal beauty. The iconic colours combined work perfectly to create a modern classic. The new SHEEN SHE-3507SG watch, in line with current multi-metallic trends, features a combination of silver and gold, with a ceramic bezel and white watch face. With its sapphire glass and water resistance of up to 5 bar, the new SHEEN is well prepared for everyday life.

Wristwatches have long been much more than simply timepieces – the watch as an accessory and complementary element for an outfit is a key part of any look. With the new SHEEN SHE-3507SG-7AUER, the variously coloured elements open up many possibilities for combinations with a wide range of different styles and ideas.

The new SHEEN is the perfect companion for every day. Both the case and the bracelet are made from solid stainless steel, so the SHE-3507SG appears delicate and light and will remain a faithful and elegant accessory for many years to come. The sapphire glass prevents scratches and will protect the watch from shocks. In addition to the time, three individual faces show the current date and day of the week, and are always easy to read thanks to neon LED lighting.



ABOUT SHEEN

SHEEN, the new brand of ladies' watches from CASIO, has a unique and versatile range of purely analogue timepieces for the modern, confident woman. Titanium ceramic, sapphire glass, leather and SWAROVSKI® ELEMENTS are some of the exquisite materials which, together with stylish designs, fashionable accents and hand-crafted precision, are marking the dawn of a new era in timepieces – an era of round-the clock elegant, feminine and understated design 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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