

BABY-G

Looking for an accessory?

BA-112-1AER and -7AER – The new Baby-G models

Norderstedt, February 2015 – Fashion's casual street style has been filling catwalks all over the world for a long time now. All kinds of casual footwear, trainers and eye-catching accessories are (and will remain) very on-trend, making them well-loved items for extravagant combinations.

This summer, too, urban basics will be combined with decorative accessories, enabling the wearer to create their own individual style.

Baby-G has got the perfect accessory for every style: the new Baby-G BA-112 series.

In addition to a special talent for colours, form and functionality, the Japanese brand of watches is again showing with its new models that Baby-G recognises fashionable colour trends and successfully puts them to use. Models in the all-time favourites of black and white become a very special feature on the wearer's arm with their three-dimensional multi-colour index in blue, pink and gold.

However, it is not just the models' appearance that makes them so impressive! As usual, they also feature a wide range of practical functions that wearers need for mastering their everyday challenges elegantly. Thanks to the LED light, the semi-analogue, semi-digital watch face can also be easily read in the dark. And there are even more useful functions featured in the new models' performance range: stopwatch, alarm function, automatic calendar and a timer – the BA-112 series provides everything to guarantee survival with style in the urban jungle.



The BA-112 series is available from retailers at a recommended retail price of €119.

About Baby-G

The Japanese watch brand has stood for urban, stylish timepieces for over 20 years. Baby-G was originally developed as the smaller, more feminine version of the legendary G-SHOCK models. It soon developed into a worldwide style phenomenon which also reached Germany in the late 90s. Even today, the world of street fashion could not be imagined without the Baby-G. Collaborations with the latest and most exciting urban brands emphasise the forward-thinking, fashion-conscious character of the brand.

Discover all models at www.baby-g.de. Further information on the company is available at www.casio-europe.com/de/unternehmen.

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