

Casio to Reprise Original BABY-G with 25th Anniversary Model



BGD-525

Tokyo, January 8, 2019 — Casio Computer Co., Ltd. announced today the release of the BGD-525, a commemorative reprise of the DW-520, the first BABY-G. The timing comes ahead of December 2019, when Casio will mark the 25th year since the launch of the first BABY-G shock-resistant watch for women.

BABY-G came on the scene in 1994 as the sister brand of its big brother, G-SHOCK. The first model, the DW-520, was based on the concept of “Tough and Cute.” It retained the renowned G-SHOCK shock-resistance, form and design that had won such kudos in street fashion, but was built with a smaller case to better fit women’s slimmer wrists. The BABY-G became a particular hit among women in their late teens, helping to secure a place for digital watches in women’s fashion. In 2014, Casio updated the concept to “Tough and Cool” to extend the brand’s appeal to adult women, as well. The brand has continued to grow, as evidenced by the G-MS series, which sports a sophisticated design, and the G-SQUAD lineup, which feature smartphone app integration. As Casio has built upon features and design to diversify the lineup, BABY-G has sold a cumulative total of 40 million units.

The BGD-525 announced today is a 25th anniversary model of the BABY-G that sparked a new trend and turned digital watches into fashion accessories. In addition to a semi-transparent case and band, it comes with a simple square form signifying toughness and a protector that symbolizes strong shock resistance, plus a pink “G” logo. These touches make for a faithful reproduction of the original DW-520’s design. Because BABY-G is always evolving, the BGD-525 has double the water resistance of the DW-520, boosted from 100 meters to 200 meters. The case back is engraved with a special 25th anniversary logo designed with a 1990s theme that harks back to the time of the DW-520’s launch. The package, given a street fashion flair featuring a vivid pink and purple, is a suitable finishing touch for this special model released in an anniversary year.



BGD-525



Case back engraving



Package

Specifications

Construction	Shock-resistant
Water Resistance	200 meters
World Time	29 time zones (48 cities+ coordinated universal time), daylight saving on/off)
Stopwatch	1/100-second stopwatch; measuring capacity: 59'59.99"; measuring modes: elapsed time, split time, 1st and 2nd place times
Countdown Timer	Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range: 1 minute to 24 hours (1-minute increments and 1-hour increments)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar(to year 2099); 12/24-hour format; EL backlight with afterglow (selectable illumination duration: 1.5 or 3.0 seconds) ; Button operation tone on/off
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 3 years on CR1616
Size of Case	44.7×40.0×12.5mm
Total Weight	Approx. 44g