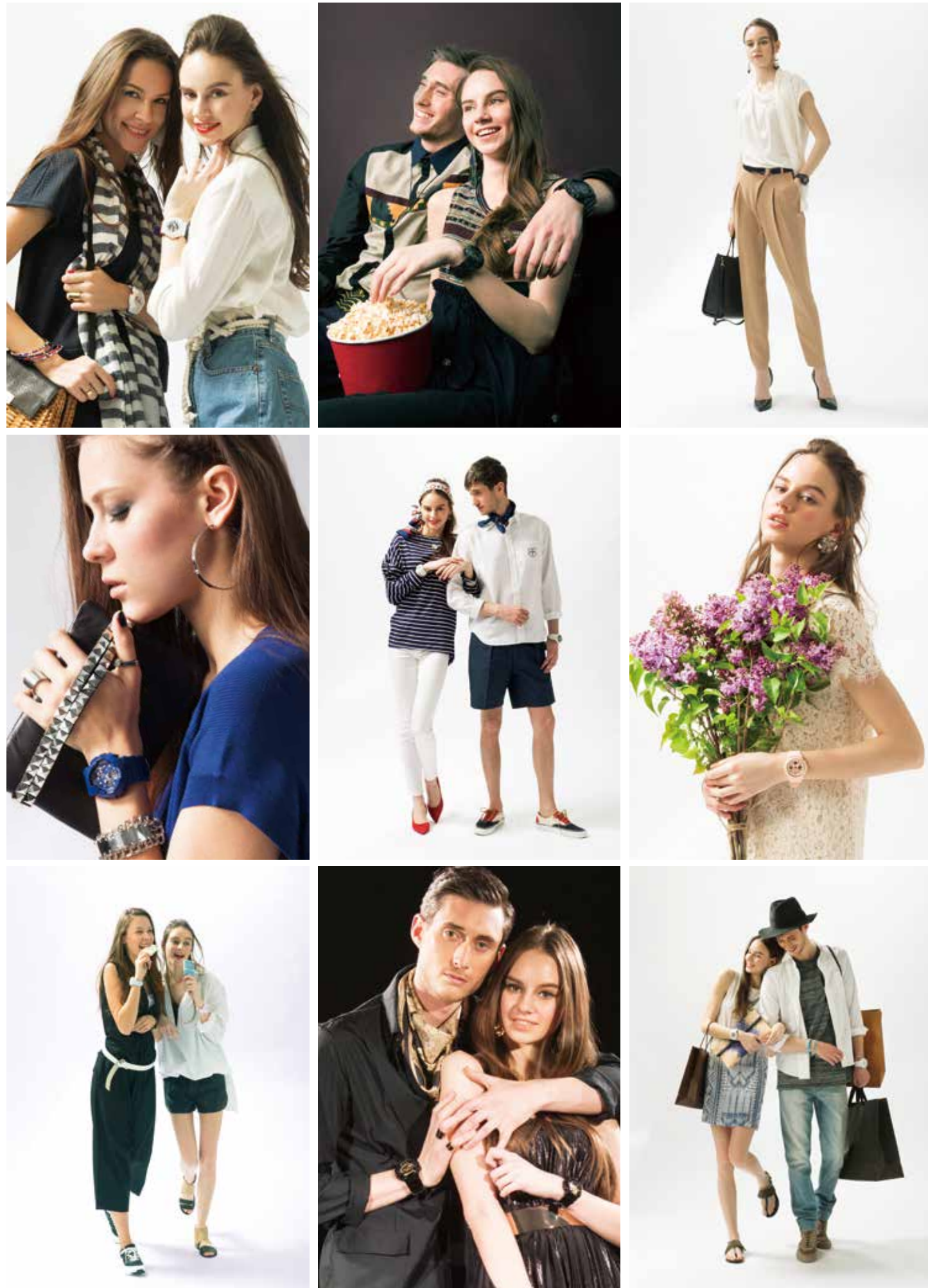


BABY-G



CASIO

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2016 SUMMER BABY-G Tabloid #02 IT'S TIME TO WEAR THE SUMMER

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BABY-G

IT'S TIME TO WEAR THE SUMMER

2016 SUMMER
BABY-G Tabloid #02

NIKE
ROBERT GELLER
NEW YORK
VIA BUS STOP
VIA VIOLADORO
Y&

TAKE FREE

BABY-G

Introducing

Summer Marine Style

with BABY-G & G-SHOCK

Let's have some fun with the popular marine look. White with dashes of red and blue, stripes and anchor patterns, it's always been the signature style that defines summer. BABY-G and G-Shock is taking this classic style and jumping into this season with watches for her and him. The healthy and clean look is a delight to slip on and take to events together. Summer has always been a special season – just the bright blue skies and warm sun is enough to make anyone's heart dance with excitement. Wear them together and this summer will definitely be one to remember.

Imagine fun-filled picnics at the beach or lounging on a cruise, long sunset walks and endless conversations. These watches will inspire infinite ideas of how to spend your summers together. There will be so many things to do and so many places to go where you'd want to wear them together. Come on, this summer is already about to start!



from the left
BABY-G: BA-120TR-7B Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light
G-SHOCK: GA-120TR-7A Shock resistant, Magnetic resistant, 200m water resistant, World time, 1/1000-second stopwatch, Countdown timer, 5 daily alarms, Auto LED light



from the left
BGA-130TR-7B Shock resistant, 100m water resistance, World Time, 1-second stopwatch, Countdown timer, 5 daily alarms, Neon Illuminator (Black light LED) **BGA-185TR-7A** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light **BA-110TR-7A** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light **BA-120TR-7B** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light **BGA-110TR-7B** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



Make a splash with the *tricolor!* With BABY-G

Summer parties and open air events, arm in arm with your best friend. It's easy for people to see that you truly understand each other from just how you interact – the special air that surrounds you is always bright and fun. The five watches from the White Tricolor Series is another accessory that makes your bond a little stronger.

Selected from our long running popular watches, they have been transformed for this summer's marine style with cute splashes of vibrant color. Both of you can choose the perfect one to express your fashion. Even with different designs, the core of all the tricolor watches are connected, just like the two of you. Both of you sporting this summer's hot tricolor fashion is just the start of all the shared times that are coming this way.

Summer Love BABY-G & G-SHOCK

Together, we're making this summer happier

Love is in the air and BABY-G and G-Shock is here to make it extra special. Everything and anything is completely new and exciting when you're together. Shopping or at the theater, out for a dinner or party, your matching watches will always remind you of your strong connection to each other. Not too dominant but subtly linked at the wrists, it's the perfect accessory to help grow your love. It will be easy and fun to fill this summer with lasting memories, and these watches will make them all the more palyful.



Date 01

Shopping the matching watches



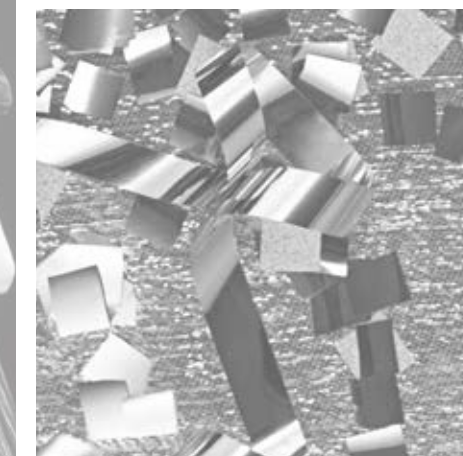
Date 02

Movie night out



Date 03

Golden glam party

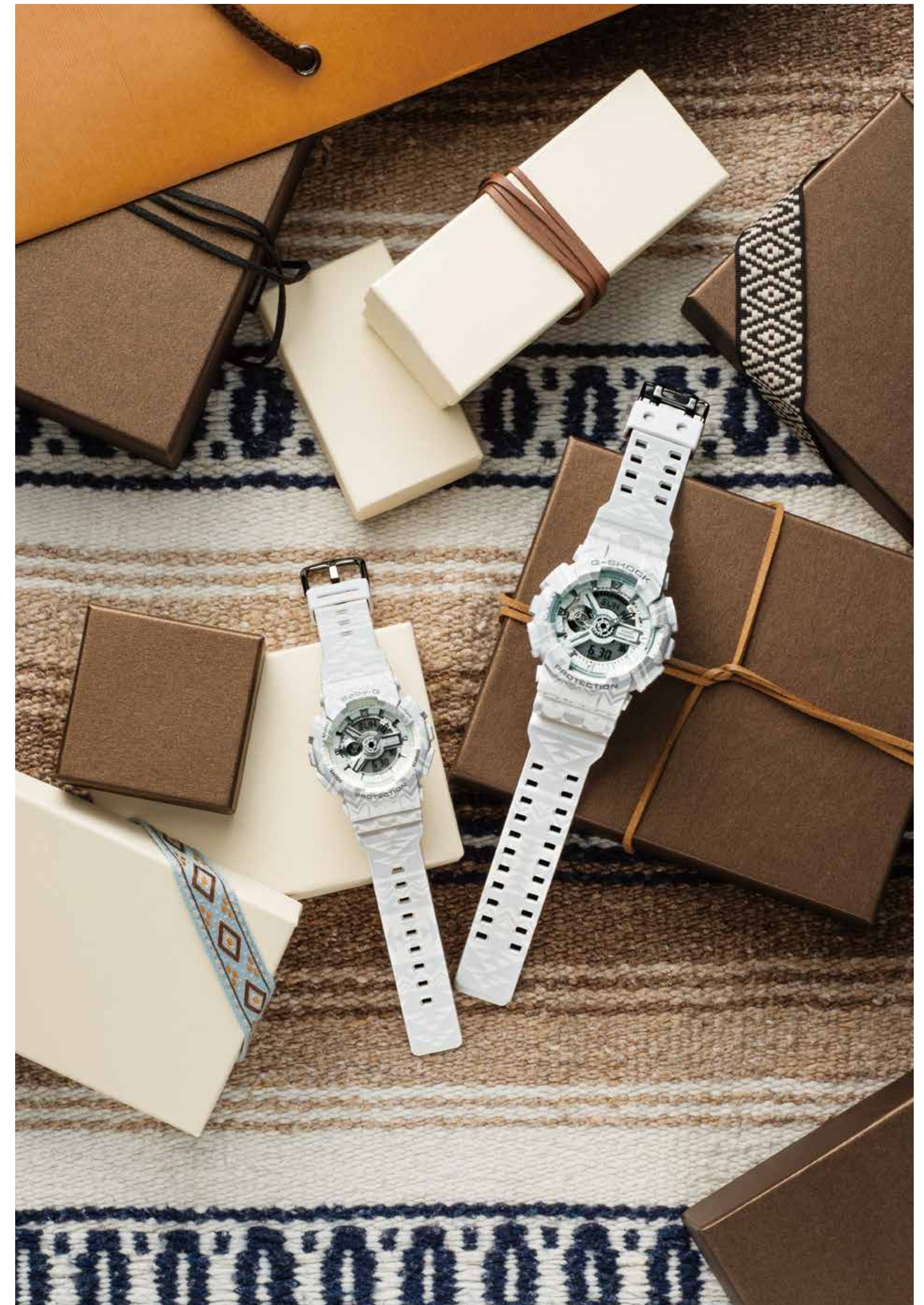


tribal inspired watch

for her and him



The sun high and not a single cloud in the sky, the two of you weaving your way through the Sunday crowd in search of new shopping trends. Tribal is in again and white defines this summer. Light-hearted talk flows freely and doesn't stop as you find new ethnic designs for each other that flatters your linked watches. Together, there's nothing that can stop you from seizing the summer with your white hot style.



from the left
BABY-G: BA-110TP-7A Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light
G-SHOCK: GA-110TP-7A Shock resistant, Magnetic resistant, 200m water resistant, World time, 1/1000-second stopwatch, Countdown timer, 5 daily alarms, Auto LED light

It's an easy Saturday night. Head off to the theaters to share some buttery popcorn, soda and fun. Sitting side by side in the darkness, it's easy to get lost in the world of the movie and forget your surroundings, but remember, the two of you are still linked through your watches. With just a little gleam, Black Tribal is what to wear when you want to be carefree and stay in style.





GOLD

is the new standard in accessories

Head out to the city for a night out together, armed with some golden glam at your wrists. After enjoying the daylight together, the Black x Gold watch suddenly changes the atmosphere into something deeper. Black makes it fitting for the evening, but it's the glittering gold that makes it extra special. Every time it sparkles at night, it will be a signal to catch each other's eyes, reminding you of your bond. It might be hard to see each other's expressions in the dark, but the rich gold shine shows that the unwavering connection is always there. Hand in hand, dance the night away this summer.

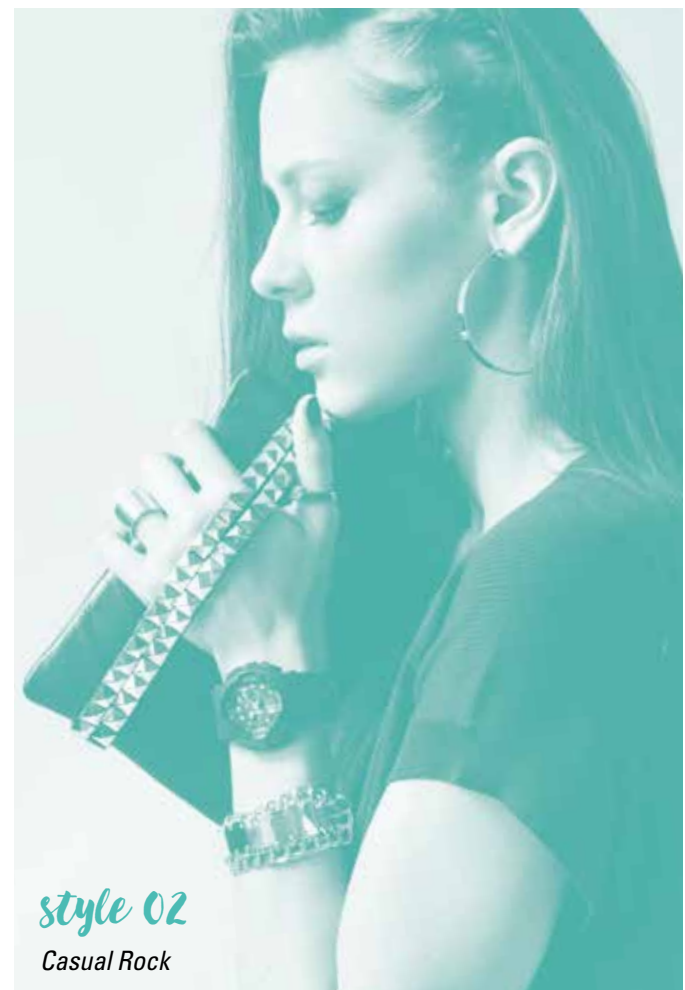
from the left
G-SHOCK: GA-110GB-1A Shock resistant, Magnetic resistant, 200m water resistant, World time, 1/1000-second stopwatch, Countdown timer, 5 daily alarms, Auto LED light
BABY-G: BA-110-1A Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light

2016 SUMMER New BABY-G

This summer, BABY-G is introducing 4 new styles! It doesn't matter what type of person you are, there's a perfect BABY-G watch that can express your style and attitude for any occasion. For the busy modern woman during and after work hours, or the edgy one who takes on the night with her fierce attitude, the active type who explores and has fun with her friends, or the effortlessly delightful romantic. They may sound far different from each other, but they have one thing in common – a trustworthy BABY-G watch that represents themselves.

There's sure to be multiple fashion trends that you'd want to try. This summer will be a chance to express so many various types of yourself with our new BABY-G watches. A little modern or some casual rock, maybe relaxed or romantic – What's your style today?

style 01
Modern



style 02
Casual Rock



style 03
Relaxed



style 04
Romantic



A little sparkle is all you need

Ride out the summer heat with a hint of cool gold. Not only for casual looks, the Gold Accent series also suits the modern office woman perfectly. On the go in the hot sun or in a meeting inside, this watch will add comfort to the daily turmoil of business life. The simple but bold design is a must addition to your work wardrobe, and will be the perfect accent to stay in style with a bit of fun. You can be on a tight schedule or overflowing in reports, it's sure to tease out a smile even in the busiest of times. This watch will be a stylish partner for the contemporary woman both inside the office and out.



from the left
BA-110GA-7A1, BA-110GA-7A2, BA-110GA-8A, BA-110GA-1A Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



from the top
BA-125-1A, BA-125-2A, BA-125-7A Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light

Spice up your look with rock tastes

It's time for a night out on the town with the girls! Grab your favorite clutch and accessories. All you need is your signature fragrance, hot new lip gloss, and of course, the watch that gives you all the edginess you need.

Studs are forever trending and represent the strong woman with rock tastes. It's the go-to accessory to go bold. Even if bold is not your thing, the small studs on the watch can also be just the right amount of spark to spice up a more relaxed or sweet outfit. Whatever your style, its allure is sure to give any moment a little more excitement.



Urban chic modern style

Slip into something comfortable and spend the day off with your best friend. Relaxed but still chic in loose-fitting monotone colors, you can explore the city with ease, each of you outfitted with a Cool Solids watch. During the day, take a side street and discover intimate little cafes and cute ice cream stores that you never knew about with the sweet pastel pink or blue. It will definitely be a charming addition to your light-hearted mini journey. Then cool down from all the exploring with the black or white. It has just enough edge and sweetness to take you on any kind of adventure.



from the top clockwise
BGA-190BC-7B, BGA-190BC-1B, BGA-190BC-2B, BGA-190BC-4B Shock resistant, 100m water resistance, Dual Dial World Time -2-city simultaneous time display, 1-second stopwatch, Countdown timer, Daily alarm, LED light





Add a little romance to your summer

That moment before you head out on a date, after you've picked the perfect delicate dress to spend a light romantic dinner with, you stand in front of the mirror and put on your watch as the finishing touch. These elegant watches bloom with images of shared moments with someone special – just what a summer romance needs.



from the left
BGA-150EF-7B, BGA-150EF-4B, BGA-151EF-1B Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light