



WATCH CATALOG 2017



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CASIO BABY-G COLLECTION

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CASIO®

FEATURED 6 PEOPLE

BABY-G

## **WHY DO YOU CHOOSE BABY-G?**



Functional watches to bring  
you joy every day.

This collection is not just  
for special occasions,  
featuring pieces to perfectly  
complement your everyday  
wardrobe and lifestyle.

Every BABY-G model makes  
it easy to bring more  
excitement and style to  
your “everyday.”

Which one will you choose?



**STEP OUT AND  
STEP UP WITH  
BABY-G**



STEP TRACKER  
BGS-100GS-1A / BGS-100GS-7A

**BABY-G**

**OCCUPATION :  
COLLEGE  
STUDENT**

**LOCATION :  
LOS ANGELES**

# **NIAMH HANNIGAN**

**I use BA-110-1A  
all the time.**







Niamh, born in Los Angeles, has driven a vintage white Volvo ever since she was 16 years old. She has always dreamed of owning a station wagon. Many of Niamh's friends play in a band, and she often drives to their concerts. While in the car, she usually listens to David Bowie, The Tribe Called Quest, and Beach House. As can be seen from her taste in cars and music, Niamh has always been interested in design and basic color schemes, and often shops at thrift stores and vintage stores, choosing red and black patterned or plain pieces. The BA-110-1A, with its large face and striking logo, perfectly complements Niamh's style and taste in classic cars. Niamh will be going to college in New York this fall, and is looking forward to starting the next chapter of her life. While a little nervous about making new friends and what the big city has in store, she smiles knowing that her favorite clothes and watch will be going with her.

**The BA-110-1A is bound to be her every step of the way to mark all the fun moments of her college days.**



# BLACK AND GOLD COLOR SERIES



BA-110-1A



BG-6901-1



BGA-160-1B



BGA-195M-1A



BGA-230-1B

**BA-110:** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light  
**BG-6901:** Shock resistant, 200m water resistance, World time, 1/100-second stopwatch, Countdown timer, 3 multi-function alarms, EL backlight  
**BGA-160:** Shock resistant, 100m water resistance, World Time, 1-second stopwatch, Countdown timer, 5 daily alarms, Neon illuminator  
**BGA-195M, BGA-230:** Shock resistant, 100m water resistance, Dual Dial World Time – 2-city simultaneous time display, 1-second stopwatch, Countdown timer, Daily alarm, LED light

**OCCUPATION :  
ARTIST**

**LOCATION :  
LOS ANGELES**

# BIANCA ALATORRE



**I use BGS-100GS-1A  
all the time.**







In sunny Los Angeles, you often see people taking their dogs for a walk on hiking trails and in parks. Bianca, who lives in Santa Monica by the sea, enjoys hiking and basketball, and has had more opportunities to go hiking ever since Tupelo, her energetic dog, came into her life. BGS-100GS-1A, with its step tracker function, is perfect for someone active like Bianca. This model features step tracker history display, display of your monthly goal achievement rate, and graphs showing the number of steps you take per hour at different levels. Results can be easily checked on the face of the watch, making this model fun and easy to use after walking or playing sports. The BGS-100GS-1A is popular with a wide range of people who prefer a simple look, and Bianca couldn't be happier.



**Perfect for the health-conscious Los Angeles, the BGS-100GS-1A has garnered attention among women of all ages, and it proudly sits on Bianca's right wrist as she takes Tupelo for a walk.**





# STEP TRACKER

## BGS-100GS / BGS-100



BGS-100GS-1A



BGS-100GS-7A



BGS-100-1A



BGS-100-4A



BGS-100-7A1



BGS-100-7A2



BGS-100-9A

**BGS-100GS, BGS-100:** Shock resistant, 100m water resistance, Pedometer, Step goal progress, Step reminder, Dual time, 1/100-second stopwatch (Memory capacity: Up to 30 records for last session (used by lap number and lap time)), Countdown timer, 5 daily alarms, Double LED light





From the city to the countryside,  
spending time alone and with friends.  
**BABY-G** is your partner whenever, wherever.



**OCCUPATION :  
STYLIST**

**LOCATION :  
LOS ANGELES**

# EMMA LARSEN

**I use BGA-150EF-7B  
all the time.**







After being an assistant for two years, Emma, from northern California, is now a freelance stylist. She sports a combination tom-boy/vintage look, favoring pants and vintage dresses. On her days off, she goes to concerts and visits flea markets for styling ideas. Emma wears a white BGA-150EF-7B to accent her outfits. The large rose gold numbers on its face offer originality, while its feminine design matches perfectly with her classy style. This model also features three dials showing the date, world time, stopwatch, countdown, timer, and alarms functions, which are also useful for work. "Having a watch on my wrist while coordinating outfits and searching for clothes and accessories in my limited free time is a life-saver. The face is cute, too," she says. At home, Emma enjoys cooking and playing guitar and singing with her friends. Naturally, she makes full use of the stopwatch function when cooking.

**This is one piece that stands above the rest, with a design and functions that suit whatever the day may bring.**







WHITE COLOR SERIES



BA-110-7A1



BA-110-7A3



BGA-150F-7A



BGA-150EF-7B



BGA-131-7B



BGA-131-7B2

**BA-110, BGA-150F, BGA-150EF:** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light  
**BGA-131:** Shock resistant, 100m water resistance, World Time, 1-second stopwatch, Countdown timer, 5 daily alarms, Neon illuminator



**OCCUPATION :  
SKATER**

**LOCATION :  
LOS ANGELES**

# ANEL SALEADO



**I use BGA-240-4A  
all the time.**







Starting as mere hobbies a few years ago, photography and skateboarding now play a big part in Anel's life. From skating with her boyfriend to taking pictures with friends, Anel's days are filled with several fun activities. As a result, she favors a more casual style comprising of a t-shirt and black jeans and sneakers she can skate in. But that doesn't stop her from adding a little style - she never leaves the house without her pink BGA-240-4A. The perfect choice for Anel for its high wearability, the BGA-240-4A adds a pop of color to her boyish style and has received praise from her skating friends. Featuring a protector on the inside of the band, this model offers a fit so comfortable you'll forget you're wearing it even during high-intensity exercise. Its shock resistant structure also offers peace of mind when skating around Los Angeles. "It's so convenient wearing a watch. I use it when I skate, also when I take photos and go to concerts. The face is easy to read, and it has a great design and great functions. I've recommended it to my friends," she says. This BABY-G is one piece that stands out on Anel's wrist as she carries her skateboard around town.



**The BGA-240-4A, which is available in multiple colors of sporty design is garnering attention as a necessity for fashion-conscious female skaters.**







**SPORTY DESIGN SERIES**  
**BGA-240 / BGA-240L**



BGA-240-2A1



BGA-240-2A2



BGA-240-4A2



BGA-240-4A



BGA-240-7A



BGA-240-1A1



BGA-240-1A2



BGA-240L-1A



BGA-240L-2A1



BGA-240L-2A2



BGA-240L-7A

**BGA-240, BGA-240L:** Shock resistant, 100m water resistance, Dual time, 1/100-second stopwatch [Memory capacity: Up to 60 records (used by lap/split time records)], Countdown timer, 3 multi-function alarms, Auto LED light



# PINK COLOR SERIES

**BA-110, BGA-150:**  
Shock resistant, 100m water resistance,  
World Time, 1/100-second stopwatch,  
Countdown timer, 5 daily alarms, LED light  
**BGA-190BC, BGA-190BE, BGA-230SC:**  
Shock resistant, 100m water resistance,  
Dual Dial World Time –  
2-city simultaneous time display,  
1-second stopwatch, Countdown timer,  
Daily alarm, LED light



BA-110BE-4A



BA-110-4A1



BA-110-4A2



BGA-150EF-4B



BGA-190BC-4B



BGA-190BE-4A



BGA-230SC-4B

# BGA-100ST

**BGA-100ST:**  
Shock resistant, 100m water resistance,  
World Time, 1/100-second stopwatch,  
Countdown timer, 5 daily alarms, LED light



BGA-100ST-3A



BGA-100ST-4A



BGA-100ST-7A



**OCCUPATION :  
MUSICIAN**

**LOCATION :  
LOS ANGELES**

# KAREN FREILE

**I use BGA-230S-3A  
all the time.**







Karen graduated from a music university and used to play in a band. Now, the Guatemalan-born musician is currently active in Los Angeles. Her electronic pop music is popular for its catchy and clever Spanish lyrics, which Karen writes herself. Today, this lover of composition finds herself in a record store. Her style is a refined mix of femme and androgynous - masculine pinstripe pants and sneakers matched with a bright blue turtleneck to achieve a feminine silhouette. On her wrist sits a khaki BGA-230S-3A to add fashionable military colors to her unique combined look. "I love the khaki color. I'm looking forward to matching it with a big winter jacket."

**This model features a dual dial world time function to show times in two countries at once, which is perfect for Karen who often travels overseas.**







# BGA-230S



BGA-230S-3A



BGA-230S-2A



BGA-230S-4A

**BGA-230S:** Shock resistant, 100m water resistance, Dual Dial World Time – 2-city simultaneous time display, 1-second stopwatch, Countdown timer, Daily alarm, LED light



**OCCUPATION :  
ARTIST**

**LOCATION :  
LOS ANGELES**

# **HALLE GAINES**



**I use BA-110ST-4A  
all the time.**







Halle moved to Los Angeles around two years ago and now lives with her boyfriend who plays in a band and her dog Sadie. Halle has always loved painting, and made a studio space in her apartment which she now works from. In the sunny room that houses her art supplies and her boyfriend's instruments, the bright red of her BABY-G stands out nicely. She has chosen the popular BA-110ST-4A, which offers a smaller fit and features a red/blue design that almost looks like an art palette itself. This model goes perfectly with her retro style and favorite classic dresses.

The models GA-700DE-2A and BA-100DE-2A1, bought as a matching pair for Halle and her guy friend Cole, suit both of their vintage looks perfectly. "They're comfortable to wear and they're tough. They're pretty popular with my surfer friends," says Cole.



**"I'm glad I could find a matching pair with such a good design. They're also practical and match any outfit," adds Halle.**





# BA-110ST

**BA-110ST:** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



BA-110ST-4A



BA-110ST-1A



BA-110ST-7A

# PAIR MODELS BABY-G / G-SHOCK

**BA-110DE:** Shock resistant, 100m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light

**BGD-560DE:** Shock resistant, 200m water resistance, World Time, 1/100-second stopwatch, Countdown timer, 5 daily alarms, EL backlight



G-SHOCK  
GA-700DE-2A



G-SHOCK  
GA-100DE-2A



G-SHOCK  
DW-5600DE-2



BA-110DE-2A1



BA-110DE-2A2



BGD-560DE-2



# BABY-G

# CASIO®

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