



CASIO[®]

BABY-G

2018 Spring & Summer

town& country three stories

The start of summer, inviting you to the blue, sparkling ocean. These are three stories of three types of summer: The island, the beach town, and the lifestyle of the working adult.



BABY-G

be tough,
be cool,
with  
BABY-G



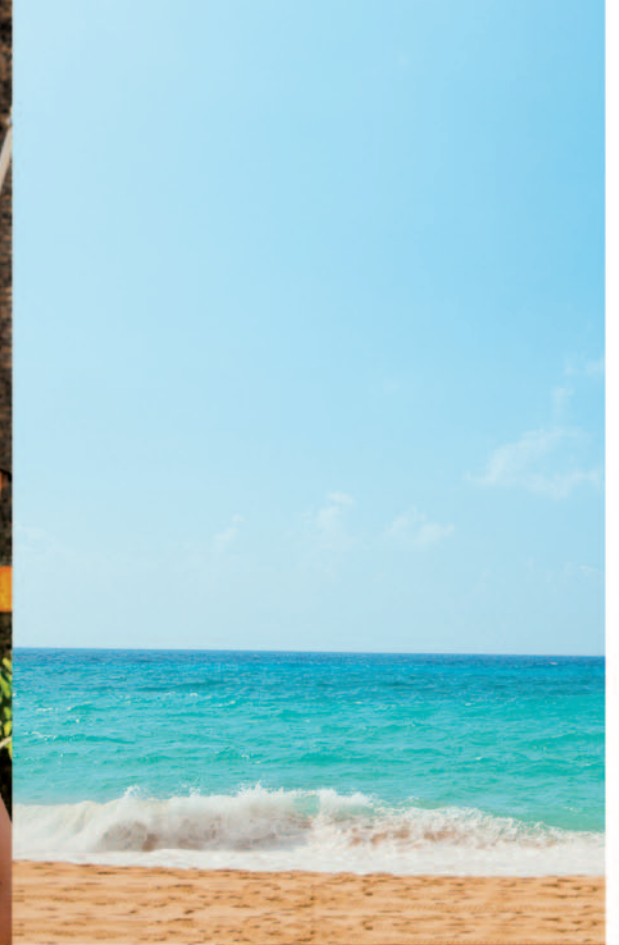
BGA-250-7A2



BGA-250-4A

story: country island

Bathing in the summer sun and enjoying an active lifestyle. The contrast of a surfboard against the ocean makes us excited for the arrival of summer.







profile 01
**remi
bennet**

Remi, from Scottsdale, Arizona, has been in Hawaii for six months. Having grown up in a desert climate, she got used to life in Hawaii straight away. She now has a healthy tan and eats papaya like the locals.



Remi goes to the University of Hawaii and is enjoying her new life surrounded mountains and greenery. She has always been active, and enjoys yoga, pilates and running. On days off, she often goes on trips with friends, and particularly likes Sunset Beach on the north shore of Oahu, which is a popular tourist destination known for its emerald green water and beautiful shoreline. Here, Remi enjoys having picnics, catching up with friends, playing with her dog, playing the ukulele, and has her friends teach her how to surf. The BGA-250 that sits on her arm during these fun times evokes a sense of the ocean with its contrasting white and blue colors, and is perfect for a relaxing time with nature. Because it's 100m water resistance, it can be worn when playing in water, or when a storm comes. When she gets hungry, Remi always goes to her favorite food stand a few minutes away from the beach and orders a papaya bowl. She enjoys chatting with the friendly staff until the ocean breeze and palm trees call her back to the beach. Experiencing nature until the sun falls is truly one of life's pleasures.





Beach Traveler Series



BGA-250-7A2

BGA-250-4A

BGA-250-7A1

BGA-250-1A

BGA-250-2A

Highlights the beauty of a summertime beach, these are available in a choice of five attractive colors.

BGA-250: Shock resistant, 100m water resistance, World time, 1-second Stopwatch, Countdown timer, 5 daily alarms, Neon Illuminator (Black-light LED)

G-LIDE



BLX-560-1

BLX-560-2

BLX-560-3

BLX-560-7

From design to functions, everything about G-LIDE is geared towards summertime beach activities.

BLX-560: Shock resistant, 200m water resistance, World time, Tide graph, 1/100-second stopwatch, Countdown timer, Multi-function alarm, EL backlight, Flash Alert

profile 02

trinity trice

Trinity is a girl who loves outdoor activities — paddle surfing, snorkeling, and hiking, to name a few — and moved to Hawaii a year ago. Her simple watch fits her simple lifestyle on the coast.



A California native, Trinity has an eye for vintage fashion. She leads a healthy lifestyle, and is good at managing her time between work and leisure activities, such as looking through thrift stores. She readily changes her schedule based on Hawaii's fickle weather, reading a book when it rains, and going out for a run when the sun shines. Today, she wears a BGA-240 to match her coordinated active wear. The BGA-240 comes in a variety of colors perfect for both everyday use and slightly special occasions. A rainbow has appeared in the sky after the rain today, and the bougainvilleas are still in full bloom. The only way to replenish energy after a big run on a day like this is with a green smoothie. Lately, Trinity adds vitamin E-rich almond butter to her smoothies. Another famous spot nearby is Mermaid Cove, a beach famous for its mysterious cove. This beach is perfect for a relaxing day out as there are relatively few tourists around. On days off, Trinity and her boyfriend like to drive to the beautiful Waimea Bay, wearing their matching G-SHOCK watches. Trinity loves her versatile BABY-G, and it accompanies her wherever she goes.



Step Tracker



BGS-100SC-2A



BGS-100SC-4A



BGS-100SC-7A



BGS-100SC-1A



BGS-100RT-1A



BGS-100RT-2A



BGS-100RT-7A

BABY-G comes with an automatic daily step counter. Supports a health and active lifestyle.

BGS-100SC, BGS-100RT: Shock resistant, 100m water resistance, Steptracker, 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(Super Illuminator), Hand shift feature

For Running



BGA-240BC-1A



BGA-240BC-4A



BGA-240BC-7A



BGA-240-1A3



BGA-240-3A



BGA-240-7A2

Lap time measurement function and stylish designs help to make each run something special.

BGA-240BC, BGA-240: 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



PAIR MODELS , BABY-G×G-SHOCK



GA-110CR-2A



GA-110CR-4A



GA-110CR-7A



BA-110CR-2A



BA-110CR-4A



BA-110CR-7A

For her and him

GA-110CR: Shock resistant, Magnetic resistant, 200m water resistance, World time, 1/1000-second stopwatch, Speed indicator, Countdown timer, 5 daily alarms, Auto LED light
 BA-110CR: Shock resistant, 100m water resistance, WorldTime, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light



G-MS Collection

Tough and Chic





MSG-S200G-7A

G-MS



BABY-G



MSG-S200

The stainless-steel parts reflect the strength and beauty of urban women.



MSG-S200G-7A



MSG-S200G-1A



MSG-S200-4A



MSG-S200-7A



Forge-drawn parts

Thick forge-drawn metal material is pressed under high pressure to form a heavy but refined bezel. Mirror finishing and hair-line finishing are applied to selected areas of the surface.



Super Illuminator (high-brightness LED light)

A high-brightness LED brilliantly illuminates the dial.



Tough Solar

CASIO's original solar-charging system converts not only sunlight but also light from fluorescent lamps and other sources into power.

MSG-S200G, MSG-S200: Shock-resistant, Tough Solar (Solar-powered), 100m water resistance, World time, 1/100-second stopwatch, Countdown timer, Daily alarm, LED light (Super Illuminator)



MSG-400G

The generous use of gold and pink gold color metal parts gives brilliant charm to women's wrist.



MSG-400G-1A1



MSG-400G-1A2



MSG-400G-7A

MSG-400G: Shock-resistant, 100m water resistance, Dual Dial World Time-2-city simultaneous time display, 1/100-second stopwatch, Countdown timer, 5 daily alarms, Auto LED light (Super Illuminator), Hand shift feature

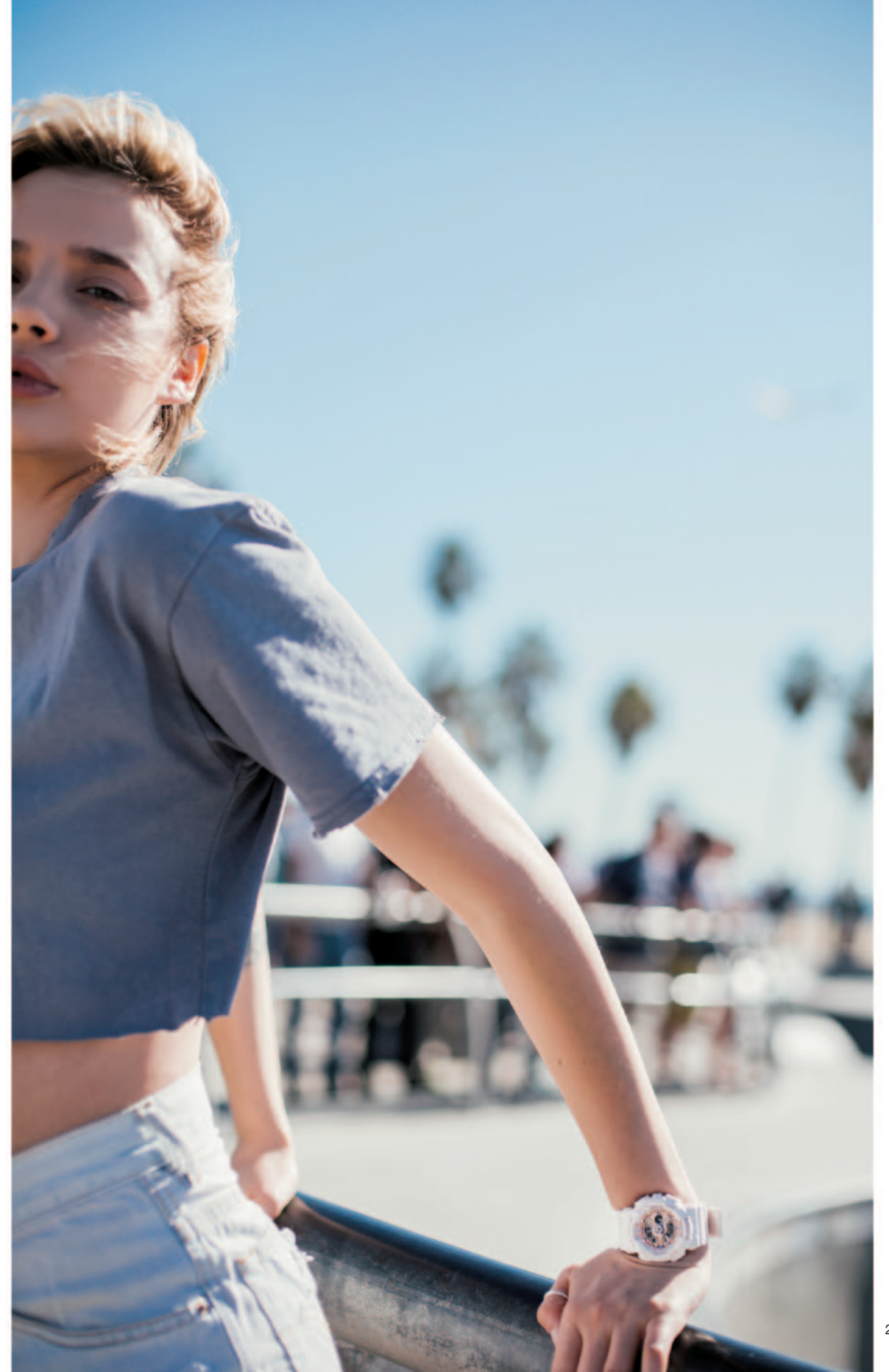
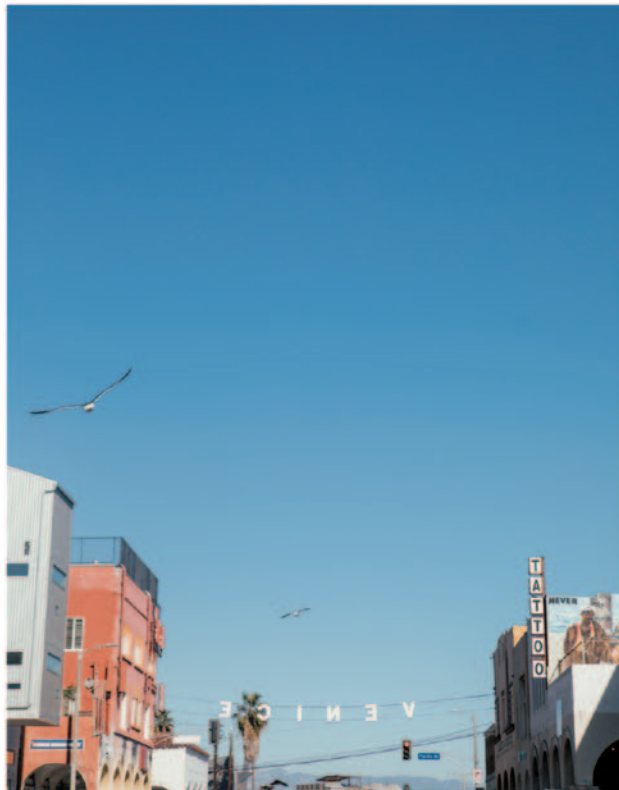


G-MS
BABY-G



story: beach town

The city beach town looks good against the big blue sky. Modern designs and colors are perfect for those who like to accessorize.









profile 03

olesya malykina

In L.A., the biggest beach town on America's west coast, our fashion-forward model Olesya heads out to the waves in a t-shirt and denim shorts. Her BABY-G perfectly matches this simple summer look.



Born in Uzbekistan and raised in L.A., we are to meet Olesya at Venice Beach. Venice Beach is a famous beachfront in L.A. among the likes of Santa Monica, and is home to the legendary skateboarding team Dogtown. Young skaters focused on their technique occupy the large skate ramp provided on the beach. Olesya has bumped into one of her skater friends and is relaxing as if this were a small, local beach. "I come to Venice a lot with my friends in summer. I also come here when I want to swim." Brought to life by a myriad of souvenir shops and food stalls, the Venice boardwalk has a certain charm that makes people keep coming back. Olesya, who likes dancing, enjoys seeing the high-quality street performances there. After a long day of walking, she replenishes her energy with some ice cream, her colorful BABY-G catching the sunlight. The colors of her watch seem to suit the bright, blue sky and palm trees that surround her. Olesya likes to stand out from the crowd, and this stripy piece allows her to do just that. The BA-110CH's sporty but simple design makes it the perfect companion for a day at the beach.



BA-110 Series “Chance”



BA-110CH-1A



BA-110CH-3A



BA-110CH-7A

Designed under supervision of a Milan-based design company, overlaid multiple ribbon patterns create the image of intersecting moments in time.

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

BA-110 Series



BA-110-1A



BA-110-7A1

The distinctive BABY-G with its original styling inspired by G-SHOCK.

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

profile 04

milan walls-smith

Gifted with both brains and beauty, Milan studies sociology at UCLA and aspires to be a cinematographer. Milan loves L.A., and her BABY-G suits its movie-like towns and fulfilling campus life.



Milan lives in West Hollywood and drives an Italian car to her campus in Westwood every day. Her tall figure suits short dresses. She studies at UCLA's famous cinema studies department, the alma mater of film director Francis Ford Coppola. Being from Australia, Milan has a relaxed attitude and loves UCLA's green campus. A fan of running and swimming, she leads an active lifestyle and likes to read on the campus lawns in her free time. The 419-acre campus is also perfect for taking a stroll, featuring year-round warm weather and various types of flowers. On her days off, Milan loves going to the beach, and she often takes her camera to get shots of the scenery. "I love my BABY-G because it keeps me on track when I'm focused on taking photos or reading." She particularly favors the black BA-110, and often wears it as an accessory to her many dresses. Busy with both study and leisure, this future cinematographer relies on BABY-G to get her by.



BGA-230 Series



BGA-230SA-1A



BGA-230SA-4A



BGA-230SA-7A

Natural coloring balances well with the simple, unisex watch design.

BGA-230SA: Shock resistant, 100m water resistance, Dual Dial WorldTime-2-city simultaneous time display, 1-second stopwatch, Countdown timer, Daily alarm, LED light

Pink Beige Series



BA-110CP-4A



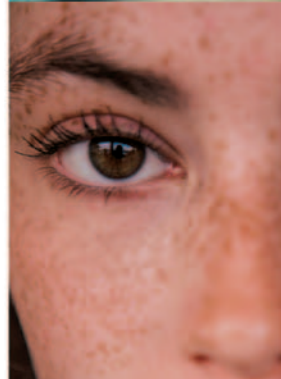
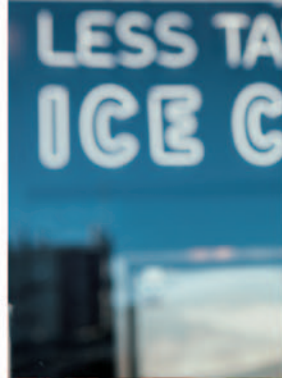
BGA-150CP-4B



BGA-225CP-4A

Trendy colored pink beige with popular basic models.

BA-110CP: Shock resistant, 100m water resistance, WorldTime, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light
 BGA-150CP: Shock resistant, 100m water resistance, WorldTime, 1/100-second stopwatch, Countdown timer, 5 daily alarms, LED light
 BGA-225CP: Shock resistant, 200m water resistance, WorldTime, Thermometer, Analog tide graph, Moon data, 1-second stopwatch, Countdown timer, Daily alarm, LED light, Hand shift feature



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