

The History of a Compelling Brand

Birth of the Baby-G and Fusion with Youth Culture (1994 to late 1990s)

In the early 1990s, many companies started releasing watches with an emphasis on their products' tough-looking appearance. As the trendsetter that got it all going, the shock-resistant G-SHOCK from Casio had already become an essential in young men's fashion. On the other hand, there was no such rugged watch for women, and more and more women were even wearing men's-size G-SHOCK watches. This led Casio to develop a G-SHOCK that would fit the slimmer wrists of women. In 1994, Casio created the DW-520, the first Baby-G, which featured a smaller, lady-sized case and pop colors, while retaining the shock-resistance and toughness of G-SHOCK. This was the first step in the history of the Baby-G, the fashionable women's digital watch that is both tough and cute, and clad in a surf fashion look that was popular among teenage girls. The launch of the DW-520 helped usher in the digital watch as a women's fashion accessory. The name Baby-G takes the "G" from G-SHOCK and combines it with "Baby," a term of endearment for a person one loves and holds dear.



DW-520,
the original BABY-G

The first Baby-G model, the DW-520, used the G-SHOCK logo on the case to show that it was a G-SHOCK for women. However, with the BG-100 released the following year, Casio used the "Baby-G" logo on the watch for the first time. This was the true beginning of the Baby-G brand.

Casio came out with more models thereafter, expanding the lineup with themes based on surfing, as well as others inspired by snowboarding, an extreme winter sport, along with reggae, hip-hop and other music popular among young people. Baby-G has also incorporated elements of youth culture such as art and paired models for couples. While winning over women, especially those in their teens, Baby-G secured a solid position as a watch brand for women.



G-LIDE
surfing-themed models



G'MIX
music-themed models



G Presents Lover's Collection
romantically themed models

Building a Functional Yet Fashionable Wristwatch (early 2000s to early 2010s)

While embracing aspects of youth culture, Casio also enhanced the diversity of the Baby-G brand with the analog BG-10, the G-MS series containing metal parts, and the BG-370R with water resistance up to 200 meters. Meanwhile, Baby-G always kept up with the cutting-edge technology of the time to evolve as a timepiece. Examples include the BGT-2000, which was the first radio-controlled Baby-G, as well as the BG-800 solar watch and the 2003 release of the BGT-2500 solar-powered radio-controlled watch. Entertaining features such as EL animations and melodic alarms also proved popular among customers. In the Baby-G lineup, Casio has been proactive in using new materials and techniques not typical of timepiece products, including tricolor LED lights, polymer network liquid crystal displays, cloth and leather bands, replaceable bands and cases, and much more.



BG-10 analog model



BGT-2500 solar-powered
radio-controlled model

The Switch to BABY-G to Target Adult Women (2014)

Baby-G grabbed the spotlight by bringing together youth culture and fashion with functionality made possible by state-of-the-art Casio technology. As a result, Baby-G had established a solid position in the market among teenage girls, shipping a total of more than 3 million Baby-G watches by 2012. Then, in 2014, Casio broke new ground by rolling out a new Baby-G for grown-up customers. Casio redesigned the Baby-G logo, which had been used since the first model, to appear in all caps as BABY-G, and also modified the original concept from "Tough and Cute" to "Tough and Cool." Rather than being a little sister to G-SHOCK, the BABY-G image was remade as the girlfriend of G-SHOCK. Product development and marketing targeted adult women in their 20s and 30s.

Baby-G

Previous Logo

BABY-G

Today's Logo

A New Lineup with Choices for Different Settings (Today)

The growing BABY-G brand had surpassed 40 million units shipped by 2019. Casio has put together a diverse lineup so an active woman enjoying every day of her life can select the watch that suits the season and setting, whether it be sports, work, travel or outdoor activities or anything else. The models that have made this possible include the G-MS series featuring a refined design, the G-SQUAD sports watches that pair with a smartphone app to support exercise, and many more. As BABY-G celebrates its 25th year in 2019, Casio plans to release models with designs based on the culture of the 1990s, the era when BABY-G made its debut, starting with the BGD-525 replica of the original BABY-G.



G-MS MSG-W200CG



G-SQUAD BSA-B100



BGD-525 original model reprise

* This press release includes models that are sold in some areas only.