



(PRLEAP.COM) The Danish Uniwatches.dk have recently announced that they are going to launch a new line of Casio watches for their customers. The breakthrough in the market this time will be delivered by the "bling" effect of the new line. But hold on, there's a catch to it – they're not going to shine through the competitors, but rather be more recognizable by their new dials. Bigger and more exposed to sunlight than ever, the new Casio watches are prepping to take your eyes home, because you have never seen such a big dial on a Casio before.

And Uniwatches.dk are not saved the compliments either. Established in 2011, in Copenhagen, Denmark this company already has a big share of the European online market of watches. So they assure us that the new models will break all the stereotypes which we know about Casio. The Japanese company is known for their world-class quality and sports oriented designs. But this is going to be a step into the luxury side of the watches' world.

According to the specialists the new models are light on the hand and still look very sporty, but with the big, clear dial they get the facelift which they lacked before. They come with a leather or metal chain. There are even pocket models for the retro oriented hipsters. The materials from which these watches are made are as strong as they have always been. The managers at <http://uniwatches.dk/eshop/> responsible for the brand are telling us that even before the official start of the campaign they have received hundreds of queries from customers from different European countries. Sportsmen, politicians, businessmen, people of the art scene – there were all interested in the new Casio watches.

We have asked and many experts said that the Japanese Casio Computer Company, Ltd. and especially the brains at the headquarters in Shibuya, Tokyo have outdone themselves this time. The step was no easy though. Known for their approach through simplicity and practical value the designers from Casio this time have made a bold reach into the luxury field. And when going there they must have a plan to stay. Because this is the niche which has contributed the bigger part of the profits in this market field recently.

This makes the news of the launch of the Casio watches at Uniwatches (the term in Danish is [Casio ure Uniwatches](#)) even more interesting because the main competitors in the luxury field have yet to proceed with their new models releases to popular online stores such as Uniwatches.dk and others. The important decision lies in the customers of course, and as the founder and president of Casio Kazuo Kashio says "Creativity and Contribution" are the most important allies for his company in the battle for the love of the customers.

Uniwatches.dk Launching The Newest Line Of Casio Watches With A Bling

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