

PRESS RELEASE

CLUBMASTER SPORT



FEBRUARY 2018
NOVELTIES

BRISTON 



The New CLUBMASTER SPORT

Following the success of the Trendsetters collection on the Clubmaster Classic, BRISTON decides to widen its **SPORT** line and reaffirm its character.

Launched this winter, these new Clubmaster **SPORT** are presented in four versions: black matt, Safari, Alpine Hunter or Jungle. They will seduce both the urban devotees in their quests for dreams and evasion, as well as the globetrotters seeking for freedom and extreme adventures.

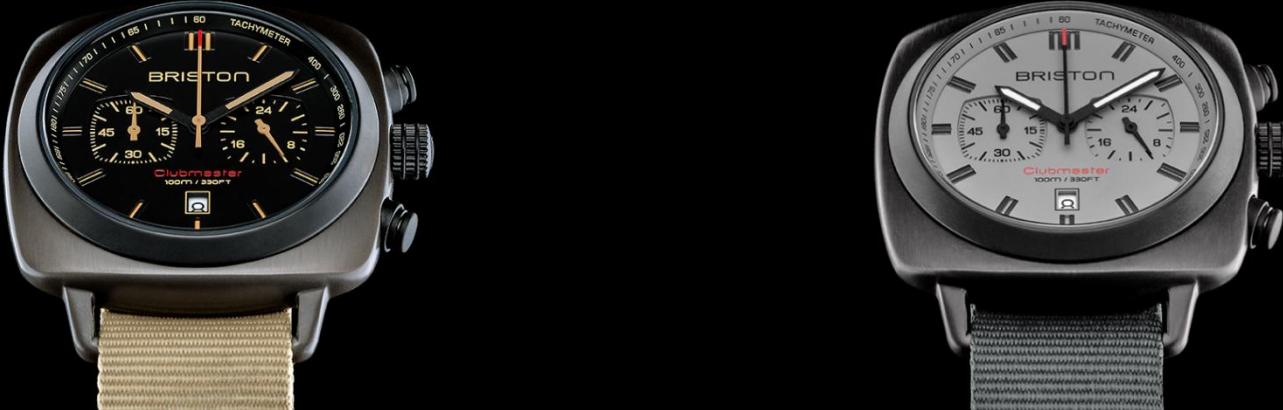
Technical, reliable and highly evocative, the four versions are shaped for the contemporary adventurer in need of a tool which only limits are those of its imagination and courage

Featuring a 42mm case in matt cellulose acetate, provided with a PVD treatment in black or matt khaki, that highlights these novelties' strong personality and celebrates the art of « camouflage ».

These models are equipped with a tachymetric scale indicated on the inner ring. Besides reinforcing the sporty look of the watch, the tachymeter allows to measure the speed of an object on a one kilometer distance. The double layers dial crafted with embossed indexes in stainless steel treated in black or khaki PVD, giving the watch a strong character without removing its sobriety.

The robust, waterproof and interchangeable BRISTON NATO straps naturally reinforce, by their colors, the characteristic spirit of each watch on this new collection.

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The New CLUBMASTER **SPORT STEEL**

Like the first models of the Clubmaster **SPORT** collection in steel, **BRISTON** has this time reworked the steel, with « gunmetal » and bronze PVD treatments, to create 2 one-of-a-kind stealth versions.

The « gunmetal » and bronze colors are the result of a process called Physical Vapor Deposition, this treatment offers a better protection of the watch in case of extreme uses of these timepieces, made for adventures' amateurs. The use of the PVD treatment on the watch case reinforces the character of the watch, that is, by giving it a strong allure and personality.

Clubmaster **SPORT**

Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

Italian black, tortoise shell, black & white tortoise or green wooden acetates:
handmade matt finish

Water resistance to: 100m/10 ATM

Movement & functions

Model Chronograph Date

Quartz Citizen caliber: Miyota OS21

Functions: Chronograph 2 counters with a tachymeter scale

60 minutes counter positioned at 9 o'clock

24 Hours / AM-PM counter positioned at 3 o'clock

Date window positioned at 6 o'clock

Dial & hands

Upper plate: Black matt

Black matt inner ring with sand, white or khaki-toned numerals

Black matt cambered-square chronograph counters

Under plate: sand, white or khaki

Indexes in matt black or khaki PVD

Matt black-plated "baton" Hour & Minutes hands & with sand-toned, khaki or white

Superluminova® inserts

Sand toned-coated, khaki or white counters hands

Sand toned-coated, khaki or white central hand with a red tip

Strap

Interchangeable Black, khaki; grey or moss green NATO nylon strap: water resistant & washable Length: 280mm / width: 20 mm

Exclusive BRISTON logo on 1st loop

Matt brushed 316L stainless steel buckle & Loops



BLACK MATT model
Price : 380\$



ALPINE HUNTER model
Price : 380\$



SAFARI model
Price : 380\$



JUNGLE model
Price : 380\$

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Clubmaster **SPORT** **STEEL**

Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

Full 316L Stainless Steel case with the following treatments & finishing:

Lugs / Body case / Screw-down case-back: Sandblasted 316L stainless steel with Khaki PVD treatment

Bezel / Crown/ Pushers : 316L stainless steel with black PVD treatment

Water resistance to 100m/10 ATM



Chronograph date model
42mm case in steel & Khaki PVD
NATO strap
Price: 410\$



Chronograph date model
42mm case in steel & GUN PVD
NATO strap
Price: 410\$

Movement & functions

Model Chronograph Date

Quartz Citizen caliber: Miyota OS21

Functions: Chronograph 2 counters with a tachymeter scale

60 minutes counter positioned at 9 o'clock

24 Hours / AM-PM counter positioned at 3 o'clock

Date window positioned at 6 o'clock

Dial & hands

Upper plate: Black or grey with a matt finish

Black or grey matt inner ring with beige or black numerals

Black or grey matt cambered-square chronograph counters

Under plate: sand-toned or grey

Black matt indexes

Matt black-plated "baton" Hour & Minutes hands & with sand-toned or white

Superluminova® inserts

Sand toned-coated or white counters hands

Sand toned-coated or black central hand with a red tip

Strap

Interchangeable Khaki or grey NATO nylon strap: water resistant & washable

Length: 280mm / width: 20 mm

Exclusive BRISTON logo on 1st loop

Matt brushed 316L stainless steel buckle & Loops

BRISTON



BRISTON: when time becomes the accomplice of our relaxing hours, when time becomes an unconventional accessory...

Brice Jaunet, BRISTON's founder, has a wealth of experience in the luxury watch industry, dating back 15 years. Brice's passion and proven market knowledge led to the creation of BRISTON as the synthesis of a personal and professional life dedicated to the watches.

Resulting from his thoughts & researches, Brice Jaunet wanted to create a beautiful, true & authentic timepiece but also affordable. From this spirit, BRISTON creates its own particular style with a strong classical watchmaker DNA but bringing this smart & casual touch with the use of innovative raw material and a variety of colors that creates its authentic style.

Twisting the cellulose acetate, traditionally used in the eyewear industry, and proposing this raw material in unexpected colors to adorn its collection is an innovation that reinforces BRISTON's sport chic look & British spirit. Modern, chic but yet casual, the BRISTON watches seduce either Hipsters, Dandies, Preppies & Trendsetters, - whether they are men or women - or just watch aficionados.

From the very beginning, the NATO strap has been chosen by the founder to highlight the brand's marked DNA: the British and sport chic spirit.

Because time flies inexorably, BRISTON has already 5 years of existence. Five years after its successful launching at Colette in Paris, five years through which the young watch brand has established itself.

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Distribution

BRISTON is now distributed in more than 870 points of sales in 50 countries around the world including The Conran Shop, 10 Corso Como, Beams, Restir, Santa Eulalia or Harvey Nichols. In France, we count up on more than hundred and twenty doors at end of January 2018 including premium watch stores and also Merci, Printemps or Le Bon Marché.

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