

# PRESS RELEASE

## CLUBMASTER ICONIC



**NEW PRODUCTS  
SEPTEMBER 2018**

**BRISTON** 



## The new CLUBMASTER ICONIC : a classic revisited with elegance

Since 2013, BRISTON has imposed its particular style by giving their watches a « Sport Chic » touch with a watchmaker DNA. Launched in September, and following the success of its first automatic diving watch, the brand has decided to complete its Clubmaster collection by launching the Clubmaster ICONIC.

The Clubmaster ICONIC is characterized by this cambered-square, or cushion, shape. This continuity of the Clubmaster design counts considerably for its impregnation in the collective memory, as well as in the unconscious of the watches connoisseurs, who associate this shape with the brand. The Clubmaster ICONIC can only become an icon if it's identifiable at first sight, regardless of its generation.

With an elegant discretion, displaying a 40mm shape, applied indexes, a subtly imbedded bevel-cut opening at 6 o'clock; not to mention the transparent case-back, giving an unobstructed view of the automatic movement, the Clubmaster ICONIC is conceived to be a timeless classic in the Clubmaster collection: a true symbol of the excellence and the commitment of the brand to the watchmaking tradition.



## The new CLUBMASTER ICONIC : a classic revisited with elegance

The cambered square shape of the case, made of cellulose acetate or in polished steel, features a new and ultra-resistant sapphire glass, offering an impregnable view on the time. Thanks to the transparent case back, this new case enables to admire the automatic movement, endowed with a « Côte de Genève » decorated rotor.

The elegant dials in silvery-white, or black, feature Dauphine-styled arrow-shaped polished applied indexes. A particular attention has been granted to the white-dialed versions which displays a central second hand in blued steel.

As for the movement, this new collection is composed of two new models, a classic version driven by a NH35 Japanese automatic movement, proof of reliability and precision, and a more contemporary version, which encloses the NH38 automatic movement, with an opening on the balance wheel at 9 o'clock.

Lastly, BRISTON has chosen to present the Clubmaster ICONIC on some new two-part straps, in aged leather. Especially developed for this new model, they are endowed with a spring system allowing to easily change the strap and to keep the characteristic interchangeability of the brand. These straps reinforce this new watch's elegant sobriety and illustrate this new collection's classic spirit.

# Clubmaster **ICONIC DATE**

## Case

Size: 40 x 40 mm

Dial opening: 32,15 mm

Thickness: 11,70 mm

Italian tortoise shell Acetate: handmade polished finish

Full mirror-polished 316L Stainless Steel case

Lugs / Bezel / Crowns / case-back: polished 316L stainless steel

Polished stainless steel crown in trapezium shape engraved with BRISTON blazon

Ultra-resistant sapphire glass - 2mm thickness

See-through case-back with K1 glass

Water resistance to: 50m/5ATM

## Movement & functions

Automatic movement NH35A manufactured by Seiko

Mechanical with automatic winding with ball bearing (Bi-directional)

Rotor with "Côte de Genève" decoration

Caliber: 12'''

Frequency: 21'600 vibrations/hour (3Hz.)

Jewels: 24

Power reserve: up to 41 hours

Quick date correction

Functions: Hours, minutes, central seconds, date calendar

## Dials & hands

Black semi-glossy or white-silvered

Polished stainless steel applied indexes in arrow shape

Double applied indexes at 12 o'clock & white or black small lines (minutes indication)

Polished rhodium-plated Dauphine style Hour & Minutes hands

Polished rhodium-plated or blue-steel central seconds hand

Date window positioned at 6 o'clock

## Strap

Exclusive VINTAGE Chocolate, brown, black matt or grey leather strap: genuine leather with stitching

Traditional & interchangeable 2-part strap with pin system to remove the strap

Length: 75mm/115mm

Width: 20 mm

Leather loop - BRISTON engraving on the steel pin buckle



Automatic HMS Date model  
40mm case in tortoise shell acetate  
2-part strap in Vintage leather  
Public price: 490\$



Automatic HMS Date model  
40mm case in polished steel  
2-part strap in Vintage leather  
Public price: 500\$

# Clubmaster **ICONIC OPEN**

## Case

Size: 40 x 40 mm

Dial opening: 32,15 mm

Thickness: 11,70 mm

Italian tortoise shell Acetate: handmade polished finish

Full mirror-polished 316L Stainless Steel case

Lugs / Bezel / Crowns / case-back: polished 316L stainless steel

Polished stainless steel crown in trapezium shape engraved with BRISTON blazon

Ultra-resistant sapphire glass - 2mm thickness

See-through case-back with K1 glass

Water resistance to: 50m/5ATM

## Movement & functions

Automatic movement NH38A manufactured by Seiko

Mechanical with automatic winding with ball bearing (Bi-directional)

Rotor with "Côte de Genève" decoration

Caliber: 12'''

Frequency: 21'600 vibrations/hour (3Hz.)

Jewels: 24

Power reserve: up to 41 hours

Functions: Hours, minutes, central seconds, opening on balance wheel at 9 o'clock

## Dials & hands

Black semi-glossy or white-silvered

Polished stainless steel applied indexes in arrow shape

Double applied indexes at 12 o'clock & white or black small lines (minutes indication)

Polished rhodium-plated Dauphine style Hour & Minutes hands

Polished rhodium-plated or blue-steel central seconds hand

Opening with diamond-cut bevel at 9 o'clock

## Strap

Exclusive VINTAGE Chocolate, brown, black matt or grey leather strap: genuine leather with stitching

Traditional & interchangeable 2-part strap with pin system to remove the strap

Length: 75mm/115mm

Width: 20 mm

Leather loop - BRISTON engraving on the steel pin buckle



Automatic HMS OPEN model  
40mm case in tortoise shell acetate  
2-part strap in Vintage leather  
Public price: 530 \$



Automatic HMS OPEN model  
40mm case in polished steel  
2-part strap in Vintage leather  
Public price: 540 \$



## **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.

**BRISTON** 

## 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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