BRAND PRESENTATION

BRISTON WATCHES

THE FRENCH WATCH BRAND
PREMIUM SPORT CHIC

BRISTON
Premium Sport Chic Watches

The origin and the founder

Because sometimes you must dare to follow your dreams, Brice Jaunet launches his own new brand after 15 years in the watch industry. Over those years, he worked for two of the biggest watch groups (Richemont & LVMH).

Entrepreneurial spirit passed down his grandfather, Jacques Jaunet, co-founder of the sportswear brand "NewMan" in 1967.

Resulting from his thoughts, his researches & desire to create a beautiful, true & authentic timepiece but also accessible.
From his studies specially in Oxford, from his travels around the world & from his passion to the Sport, a «Sport Chic» spirit will naturally come about the Brand. The BRISTON spirit is born.

The BRISTON spirit

The British « Sport Chic » and its famous « Smart & Casual » dress code defines the inspiration & spirit of the BRISTON new brand.

From this spirit, BRISTON creates its own particular style with a strong classical watchmaker DNA but bringing this smart & casual touch with innovative raw material & colors.

BRISTON is the best balance between a luxury timepiece and a chic but unconventional accessory & is clearly positioned as a lifestyle "Premium Sport Chic" brand on the upper level of the entry watch market priced between 170€ to 520€.

Clubmaster: fusion of the shape & the raw material

The Clubmaster model is born with a vintage and neo-classic spirit.

The daring cambered square shape of the watch (cushion) inspired by the roaring twenties breaks the code of this standardized & rounded entry price market which gives it a unique and very particular true watchmaker style.

For the first collections, BRISTON worked in partnership with Mazzucchelli, the best worldwide supplier for the cellulose acetate.

The strong & waterproof NATO nylon strap comes reinforcing not only the fancy aspect of the watch but also its vintage, casual & its "effortless chic" touch.

THE CELLULOSE ACETATE

Acetate or cellulose acetate is a natural polymer that was discovered in 1865 and developed by the Swiss brothers Camille & Henri Dreyfus in the early 20th century.

This "plastic" material comprises 70% plant and cotton fiber. It is a natural material, both biodegradable and hypoallergenic. This material is particularly valued for high-quality eyewear.

PROCESS: The blocks of acetate are worked crafted in a time-honored fashion, dedicated process. They are mixed, dried and cut into rectangular slabs. Then they are heated, soldered, cut and filed into shape. Finally they are gently polished over 4 days.

BRISTON collaborates with the worldwide leader for acetate in Italy, Mazzucchelli, to make its own acetates and

MAIN ADVANTAGES:

- Innovative material which allows a plenty of scope for creativity
- a peerless rendering that is sensual to the touch and highly resistant over time.
- Singular aspect of each "tortoise shell" acetate case - unique

THE « CAMBERED SQUARE» SHAPE

Why such a shape?

1/ for the visibility & splendor of the material

2/ for breaking the standardized entry watch market & for a true differentiation

3/ for neo-classic & real timepiece aspect of the watch

4/ a mono-shape which could be classic, sporting or/& vintage in terms of product development

5/ for personal taste & inspirations.

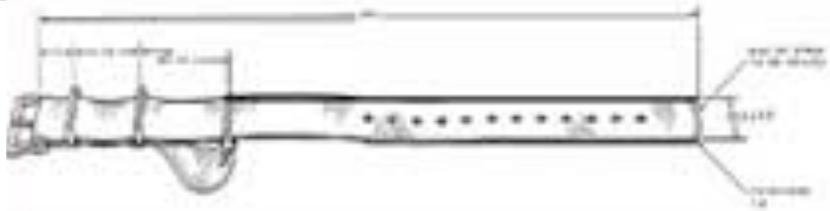
BRISTON

THE NATO STRAP

With the current mood for vintage and sporting chic, what could be more natural than for BRISTON to bring back the NATO watch strap.

HISTORY OF NATO STRAP:

- French word "natte" meaning "matting"
- In 1964 - Sean Connery as James Bond in "Goldfinger"
- NATO (North Atlantic Treaty Organization)



MAIN ADVANTAGES:

- highly resistant both on land and underwater,
- Interchangeable - One of the latest trends, NATO is used as an accessory that can be easily changed depending on your mood.
- timeless, very resistant, hypoallergenic, extremely comfortable and easy to wash.
- For sporty and military types, today it is also seen as chic and dandy.

BRISTON's NATO straps are exclusive, and perfectly harmonized with the acetate colors and are available in three sizes:

- the G10 (280mm of length & 20mm of width) = All Clubmaster Chronograph & Date
- A special size (245mm of length & 20mm of width) with a removable buckle = Clubmaster HMS Date & all Clubmaster VINTAGE on NATO straps
- A smaller size (230mm of length & 18mm of width) with a removable buckle = Clubmaster CHIC

DNA & DIFFERENCIATION

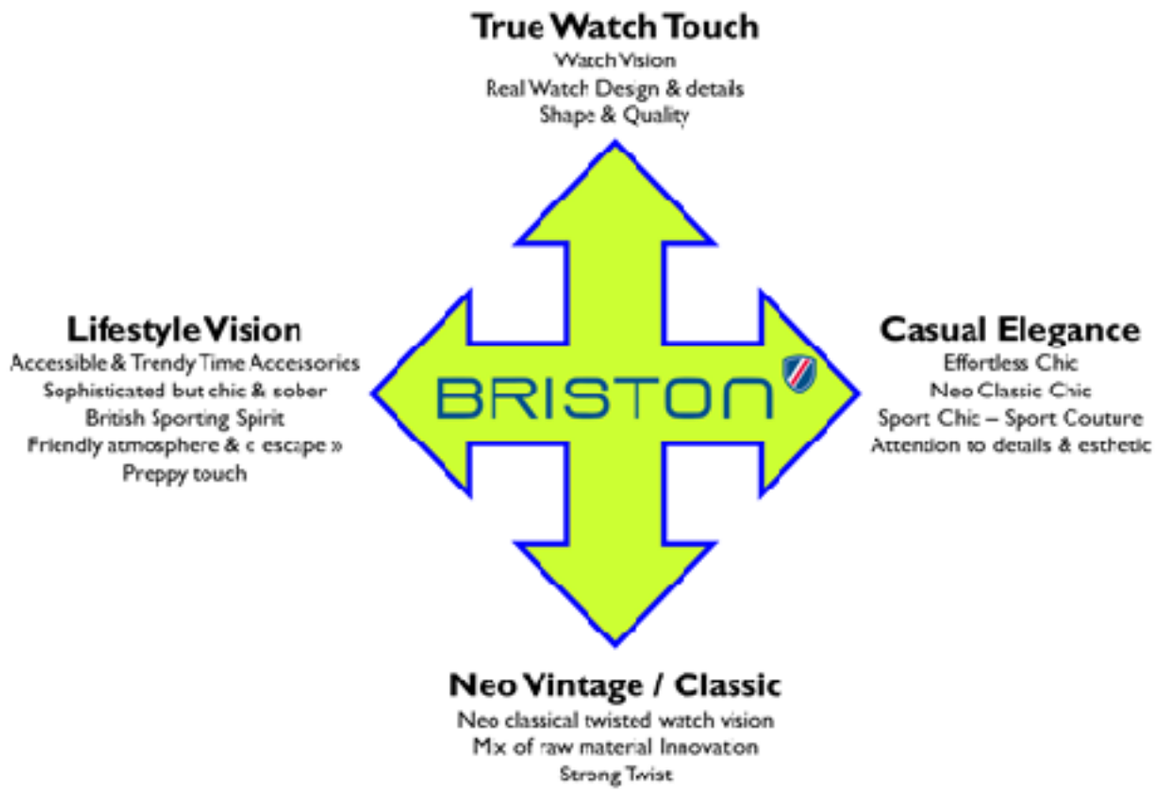
BRISTON : what is it ?
BRISTON design & produce sport chic & casual watches.

BRISTON is a French Lifestyle « Premium Sport Chic » Brand on the entry price watch market.

The Mission ?
To offer a « Premium Sport Chic » watch within the entry price market.

The Positioning ? How ?
BRISTON review the traditional classic cambered square watches adding a color touch & bringing new material for the watch industry (specifically the Cellulose Acetate at the beginning).

The Vision ?
To break the code of the traditional segmentation of the watch market.



The ability to bring this Vision ?
A truly "timepiece" DNA & a strong innovative spirit

Targeted People ?
1. Men & Women: 30-55 years old (60% men)
2. 65% of sales are represented by men
3. Connoisseurs of fine watches

The Customer Benefit ?
A true watch reviewed with style & innovation.

The Brand Promise ?
BRISTON is the best balance between a luxury "timepiece" & a chic & unconventional accessory.

BRISTON

The Brand Values:

THE MODELS & THE COLLECTION

THE BRISTON CLUBMASTER COLLECTION				
CLASSIC	SPORT	VINTAGE	CHIC	DIVER
Styles - Chronograph Date - HMS Date (3 Hands)	Styles - Chronograph Date - HMS Day/Date (3 Hands)	Styles - Chronograph Date - HMS Date (3 Hands)	Style - HMS Date (3 Hands)	Style - HMS Date (3 Hands)
Technical Specs Quartz Movements - Miyota OS21 - Miyota 2315	Technical Specs Quartz Movements - Miyota OS21 - Miyota 2405	Technical Specs Quartz Movements - Miyota OS21 - Seiko VD78	Technical Specs Quartz Movement - Miyota 2035	Technical Specs Automatic Movement - Seiko NH35
Material - Cellulose Acetate - 316L Stainless Steel	Material - Cellulose Acetate - 316L Stainless Steel	Material - Cellulose Acetate - 316L Stainless Steel	Material - Cellulose Acetate - 316L Stainless Steel	Material - Cellulose Acetate - 316L Stainless Steel
Case size 40mm	Case size 42mm	Case size 40mm	Case size 36mm	Case size 42mm
Targeted People - Unisex size, Men & Women in their 25-65 years old (65% men),	Targeted People - Men size,	Targeted People - Unisex size, both wearable for Men and Women,	Targeted People - Women and Youngster size,	Targeted People - Men size,

BRISTON

CLUBMASTER CLASSIC ACETATE

BRISTON

Clubmaster *Classic*

Chronograph Date
16140.SA.T.2.NGA

Case
Size: 40 x 40 mm
Opening Dial: 31 mm
Thickness: 11,70 mm
Italian tortoise shell Acetate: handmade polished finish
Lugs / Pushers / Bezel / Crown / screw-down Back: polished 316L stainless steel
Crown with embossed BRISTON blazon & black rubber rings (pushers)
Domed mineral crystal - 2.3 mm thickness
Water resistance to:100m/10 ATM

Movement
Quartz Citizen caliber: Miyota OS21
Functions: Chronograph 2 counters
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
Upper plate: silver white
Under plate: semi-glossy black
Stamped hourmarkers & Arabic numerals

Hands
Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts
Black-coated central & counters hands

Strap
Interchangeable military green or khaki genuine stitched NATO nylon strap: water resistant & washable – length: 280mm / width: 20 mm
Exclusive BRISTON logo on 1st loop
Polished 316L stainless steel pin buckle & Loops

BRISTON

Clubmaster *Classic*

HMS Date
13240.SA.T.1.NK

Case
Size: 40 x 40 mm
Opening Dial: 31 mm
Thickness: 11,70 mm
Italian tortoise shell Acetate: handmade polished finish
Lugs/ Bezel/ Crown/ screw-down Back: polished 316L stainless steel
Crown with embossed BRISTON blazon & black rubber rings
Domed mineral crystal - 2.3 mm thickness
Water resistance to:100m/10 ATM

Movement
Quartz Citizen caliber: Miyota 2315
Functions: Hours Minutes Seconds & Date
Date window positioned at 3 o'clock

Dial
Upper plate: semi-glossy black
Under plate: silver white
Stamped hourmarkers & Arabic numerals

Hands
Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts
White-coated central hand

Strap
Interchangeable black or khaki stitched NATO nylon strap: water resistant & washable – length: 245mm / width: 20 mm
Special NATO strap with moveable loop
Exclusive BRISTON logo on 1st loop
Polished 316L stainless steel pin buckle & Loops

BRISTON

THE CLUBMASTER CLASSIC ACETATE COLLECTION

ICONS & TIMELESS COLORS

PREPPY STYLE

TRENDSETTERS

HIPSTER STYLE

BRISTON

CLUBMASTER CLASSIC STEEL

BRISTON

THE CLUBMASTER CLASSIC STEEL COLLECTION

TIMELESS

310€

Brown VINTAGE leather
16140.S.C.1.LVBR

Brown VINTAGE leather
16140.S.C.15.LVBR

Brown VINTAGE leather
16240.S.C.1.LVBR

Brown VINTAGE leather
16240.S.C.15.LVBR

210€

TRENDSETTERS

340€

Brown VINTAGE leather
15140.SPK.C.5.LVBR

Black VINTAGE leather
15140.SPG.C.12.LVB

Vintage Brown leather
15240.SPK.C.5.LVBR

Vintage Black leather
15240.SPG.C.12.LVB

240€

Recommended public prices with taxes

BRISTON

CLUBMASTER SPORT 42MM

Clubmaster SPORT

Chronographe Date
17142.SA.TS.2.NGA

Case
Size: 42 x 42 mm
Opening Dial: 32,5 mm
Thickness: 11,90 mm
Italian Tortoise shell Acetate: handmade polished finish
Lugs / Pushers / Bezel / Crown / screw-down Back: polished 316L stainless steel
Crown with embossed BRISTON blazon & black rubber rings (pushers)
Domed mineral crystal - 2.3 mm thickness
Water resistance to:100m/10 ATM

Movement
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
Upper plate: Silver white
Under plate: Black
Indexes in polished stainless steel
Black cambered-square chronograph counters

Hands
Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts
White-coated counters hands
Black central hand with a red tip

Straps
Interchangeable SPORT leather strap in khaki Canvas
Unique length: 235mm / width: 20 mm
Green Army genuine stitched NATO nylon strap: water resistant & washable – length: 280mm / width: 20 mm

BRISTON

THE CLUBMASTER SPORT ACETATE COLLECTION

ICONS

290€

17142.SA.TS.1.NK

17142.SA.TS.2.NGA

17142.SA.TS.9.NNB

17142.SA.TS.10.NBG

17142.SA.TS.11.NG

GENTLEMAN DRIVER COLLECTION

TIMELESS

290€

17142.SA.BS.1.NB

17142.SA.BS.2.NB

Recommended public prices with taxes

BRISTON

CLUBMASTER SPORT STEEL

BRISTON

Clubmaster SPORT STEEL

Chronograph Date
16142.S.SP.2.RB

Case
- Size: 42 x 42 mm
- Opening Dial: 32,5 mm
- Thickness: 11,90 mm
- 316L Stainless Steel case with the following finishing:
    - Vertical brushed: Front & sides / Circular brushed cover pushers
    - Matt finish: Lugs & case-back
    - Mirror-polished: Bezel / Crown / Top chronograph pushers
- Crown with embossed BRISTON blazon & black rubber rings (pushers)
- Domed mineral crystal - 2.3 mm thickness
- Water resistance to:100m/10 ATM

Movement
- 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
- Upper plate: Silver white
- Under plate: Black
- Indexes in polished stainless steel
- Black cambered-square chronograph counters

Hands
- Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts
- White-coated counters hands
- Black central hand with a red tip

Strap
- Exclusive & interchangeable black rubber strap
- Unique length: 245mm / width: 20 mm
- Black rubber loop & BRISTON engraving on the polished steel pin buckle

THE CLUBMASTER SPORT STEEL COLLECTION

			NAVY BLUE MATT	BRITISH GREEN MATT	GREY MATT	LIGHT BLUE MATT
310€						
Strap	Black rubber	Black rubber	Black rubber	Black rubber	Black rubber	Black rubber
Reference	16142.S.SP.1.RB	16142.S.SP.2.RB	16142.S.SP.15.RB	16142.S.SP.16.RB	16142.S.SP.17.RB	16142.S.SP.18.RB

Recommended public prices with taxes

BRISTON

CLUBMASTER *VINTAGE*

BRISTON

Clubmaster *VINTAGE*

Chronograph Date
17140.SA.TV.2.NGA

Case
Size: 40 x 40 mm
Dial opening: 33,5 mm
Thickness: 12,20 mm
Italian tortoise shell Acetate: handmade polished finish
Lugs / Pushers / Crown / screw-down Back: polished 316L stainless steel
Polished crown in 316L stainless steel engraved with BRISTON blazon
Ultra-resistant domed K1 glass - 2.3 mm thickness
Water resistance to: 50m/5ATM

Movement
Japanese quartz Citizen caliber: Miyota OS21
Functions: Chronograph 2 counters

- 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
Silvered-white dial
Brushed stainless steel applied indexes
Double applied indexes at 12 o'clock & black dots (minutes indication)

Hands
Polished rhodium-plated "baton" Hour & Minutes hands
Polished blue steel chronograph hands

Straps
Interchangeable camel flannel strap: genuine flannel with camel stitching – length: 235mm / width: 20 mm
Flannel loop & BRISTON engraving on the steel pin buckle

Interchangeable Green army stitched NATO nylon strap - length: 245mm / width: 20 mm - special NATO strap with moveable loop
Polished 316L stainless steel pin buckle & Loop
New models assembled on NATO straps available from April 2017

BRISTON

THE VINTAGE COLLECTION ON NATO STRAPS

ICONS CHRONOGRAPH

300€

17140.SA.TV.1.NB

17140.SA.TV.2.NGA

17140.SA.TV.15.NNB

17140.SA.TV.16.NBG

17140.SA.TV.17.NG

ICONS HMPS

220€

17440.SA.TV.1.NB

16440.SA.TV.2.NGA

17440.SA.TV.15.NNB

17440.SA.TV.16.NBG

17440.SA.TV.17.NG

BRISTON

Recommended public prices with taxes

VINTAGE STEEL COLLECTION ON NATO STRAPS

TIMELESS CHRONOGRAPH

310€

17140.PS.V.1.NB

17140.PS.V.2.NGA

17140.PS.V.15.NNB

17140.PS.V.16.NBG

17140.PS.V.17.NG

TIMELESS HMPS

230€

17440.PS.V.1.NB

17440.PS.V.2.NGA

17440.PS.V.15.NNB

17440.PS.V.16.NBG

17440.PS.V.17.NG

BRISTON

Recommended public prices with taxes

VINTAGE ACETATE COLLECTION WITH GOLD PVD, ON NATO STRAPS

TORTOISE ACETATE WITH ROSE & YELLOW GOLD PVD ON NATO STRAPS

17140.PRA.TV.2.NB

17140.PYA.TV.2.NB

17140.PRA.TV.1.NB

17140.PRA.TV.1.NB

320€

17440.PRA.TV.2.NB

17440.PYA.TV.2.NB

17440.PRA.TV.1.NB

17440.PYA.TV.1.NB

240€

CLUBMASTER CHIC 36MM

BRISTON

Clubmaster CHIC

HMS
17536.SA.T.1.NB

Case
Size: 36 x 36 mm
Opening Dial: 28,5 mm
Thickness: 9,20 mm
Italian tortoise shell Acetate: handmade polished finish
Lugs/ Bezel/ Crown/ screw-down Back: polished 316L stainless steel
Crown with engraved BRISTON blazon
Domed mineral crystal - 2.1 mm thickness
Water resistance to:100m/10 ATM

Movement
Quartz Citizen caliber: Miyota 2035
Functions: Hours Minutes & central second

Dial
Outer part: black semi-glossy with stamped hour markers & Arabic numerals
Center part: black semi-glossy
Under plate: white silvered

Hands
Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts
White-coated central hand

Strap
Interchangeable black stitched NATO nylon strap: water resistant & washable – length: 230mm / width: 18 mm
Special NATO strap with moveable loop
Exclusive BRISTON logo on 1st loop
Polished 316L stainless steel pin buckle & Loops

BRISTON

THE CLUBMASTER CHIC COLLECTION

ICONS

17536.SA.T.1.NB

17536.SA.T.2.NT

17536.SA.T.11.NG

150€

17536.PRA.T.1.NB

17536.PRA.T.2.NT

17536.PRA.T.11.NG

170€

POLISHED STEEL

17536.S.L.1.NB

17536.S.L.2.NT

17536.S.L.17.NG

160€

POLISHED STEEL WITH ROSE GOLD PVD

17536.SPRG.L.1.NB

17536.SPRG.L.2.NT

17536.SPRG.L.17.NG

190€

BRISTON

CLUBMASTER DIVER 42MM

BRISTON

Clubmaster DIVER

Automatic HMS Date
17642.SA.TD.15.NNB

CASE
Size: 42 x 42 mm
Dial opening: 32,5 mm
Thickness: 14,65 mm
Italian tortoise shell Acetate: handmade polished finish
Lugs / Bezel / Crowns / screw-down case-back: polished 316L stainless steel
Polished stainless steel crown (2 o'clock) to rotate the bi-directional inner ring engraved with BRISTON blazon
Polished stainless steel screw-down crown (4 o'clock) engraved with BRISTON blazon
Ultra-resistant domed K1 glass - 2.8 mm thickness
Water resistance to: 200m/20ATM

MOVEMENT
Automatic movement NH35 manufactured by Seiko
Mechanical with automatic winding with ball bearing (Bi-directional)
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, indication of immersion time on inner ring

DIAL
Central part: Navy blue with matt finish
Indexes in polished stainless steel with professional C1 white Superluminova® inserts & white lines (minutes indication)
Bi-directional inner rotating ring: navy blue with triangle / markers & figures full of professional C1 white Superluminova® & red dots & line
Date window positioned at 3 o'clock

HANDS
Rhodium-plated "baton" Hour & Minutes hands & with C1 white Superluminova® inserts
White-coated central hand with arrow tip

STRAP
Interchangeable Navy blue genuine stitched NATO nylon strap: water resistant & washable
Length: 280mm / width: 20 mm
Exclusive BRISTON logo on 1st loop

BRISTON

THE CLUBMASTER DIVER COLLECTION

Tortoise shell acetate case on NATO strap

480€

Brushed steel case on rubber strap

500€

Mirror-polished steel case on VINTAGE leather strap

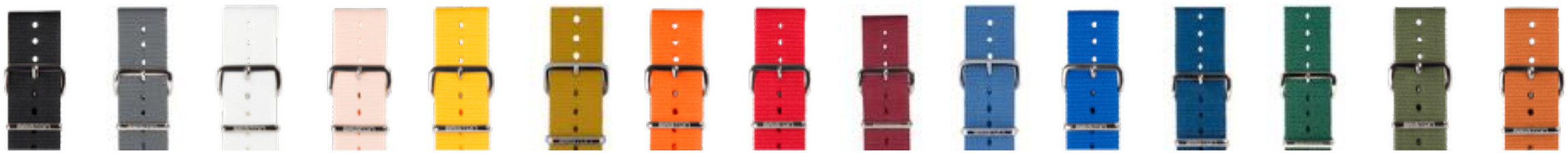
520€

BRISTON

NATO STRAPS COMBINAISONS

NATO straps:
Long version (ref. NG) = length 280mm – Width: 20mm
Short version (ref. NS) with moveable loop = length 245mm – Width: 20mm
Public price at 25€

STEEL BUCKLE



NG20.B NS20.B | NG20,G NS20,G | NG20.W NS20.W | NS20.PK | NG20.Y NS20.Y | NG20.MU NS20.MU | NG20.O NS20.O | NG20.R NS20.R | NG20.BDX NS20.BDX | NG20.LB NS20.LB | NG20.EB NS20.EB | NG20.NV NS20.NV | NG20,BG NS20,BG | NG20.GA NS20.GA | NG20.BRD NS20.BRD

BLACK PVD BUCKLE

NG20.PVD.B NS20.PVD.B | NG20.PVD.G NS20.PVD.G | NG20.PVD.GA NS20.PVD.GA | NG20.PVD.K NS20.PVD.K | NG20.PVD.BRD NS20.PVD.BRD

NATO WITH STRIPES

NG20.BA NS20.BA | NG20,GCV NS20,GCV | NG20.GCB NS20.GCB | NG20.VW NS20.VW | NG20.RN NS20.RN

PINK GOLD BUCKLE

NS20.PVDRG.B | NS20.PVDRG.G | NS20.PVDRG.BG | NS20.PVDRG.BDX | NS20.PVDRG.W | NS20.PVDRG.NV | NS20.PVDRG.BRD | NS20.PVDRG.PK

YELLOW GOLD BUCKLE

NS20.PVDYG.B | NS20.PVDYG.G | NS20.PVDYG.BG | NS20.PVDYG.BDX | NS20.PVDYG.W | NS20.PVDYG.NV | NS20.PVDYG.BRD

BRISTON

RUBBER STRAPS

Interchangeable silicon straps with a soft touch treatment
compatible with all full steel models
Unique length of Length 245mm - Width of 20mm
Steel buckle with BRISTON engraved
Public price at 35€

RUBBER STRAP
STEEL BUCKLE

BLACK
Steel buckle
NR20.B

NAVY BLUE
Steel buckle
NR20.NV

WHITE
Steel buckle
NR20.W

RED
Steel buckle
NR20.R

ORANGE
Steel buckle
NR20.O

LIGHT BLUE
Steel buckle
NR20.LB

GREY
Steel buckle
NR20.G

BRISTON

FLANNEL & LEATHER STRAPS

Flannel leather straps : Length 235mm – Width: 20mm
Steel Buckle / Rose gold & Yellow gold PVD buckles
Public price at 55€

FLANNEL
STEEL BUCKLE

BLACK
NLF20.B

CAMEL
NLF20.CA

BURGUNDY
NLF20.BDX

NAVY BLUE
NLF20.NV

BRITISH GREEN
NLF20.BG

GREY
NLF20.G

FLANNEL
PINK GOLD
BUCKLE

BLACK
NLF20.PVDRG.B

CAMEL
NLF20.PVDRG.CA

BURGUNDY
NLF20.PVDRG.BDX

NAVY BLUE
NLF20.PVDRG.NV

BRITISH GREEN
NLF20.PVDRG.BG

GREY
NLF20.PVDRG.G

FLANNEL
YELLOW GOLD
BUCKLE

BLACK
NLF20.PVDYG.B

CAMEL
NLF20.PVDYG.CA

BURGUNDY
NLF20.PVDYG.BDX

NAVY BLUE
NLF20.PVDYG.NV

BRITISH GREEN
NLF20.PVDYG.BG

GREY
NLF20.PVDYG.G

VINTAGE leather straps : Length 235mm – Width: 20mm
Steel & black PVD buckles
Public price at 55€

VINTAGE
STEEL BUCKLE

BROWN
NLV20.BR

GREY
NLV20.B

BROWN
NLV20.PVD.BR

GREY
NLV20.PVD.B

VINTAGE
BLACK PVD
BUCKLE

BRISTON

NEW NATO STRAPS – 18MM

New NATO straps of plain colors with moveable loop
Unique length of 230mm – Width: 18mm
Interchangeable NATO straps compatible only with Clubmaster CHIC models

Description	BURGUNDY	BROWN	PINK	GREY TAUPE	WHITE	GREY	BLACK	NAVY BLUE	PEACOCK BLUE	GREEN AQUA
Buckle	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD	Rose gold PVD
Reference	NS18.PVDRG.BDX	NS18.PVDRG.BRD	NS18.PVDRG.PK	NS18.PVDRG.T	NS18.PVDRG.W	NS18.PVDRG.G	NS18.PVDRG.B	NS18.PVDRG.NV	NS18.PVDRG.BD	NS18.PVDRG.GW
Price	25€	25€	25€	25€	25€	25€	25€	25€	25€	25€

Description	BURGUNDY	BROWN	PINK	GREY TAUPE	WHITE	GREY	BLACK	NAVY BLUE	PEACOCK BLUE	GREEN AQUA
Buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle	Steel buckle
Reference	NS18.BDX	NS18.BRD	NS18.PK	NS18.T	NS18.W	NS18.G	NS18.B	NS18.NV	NS18.BD	NS18.GW
Price	25€	25€	25€	25€	25€	25€	25€	25€	25€	25€

Prix public TTC recommandé

BENEFITS
The Product

- Our key differentiating element, the cellulose acetate, twisted from luxury eyewear, and featuring a recognizable horological shape - the cambered square shape -, gives our watches a very high perceived value, an authentic DNA and a strong identity,
- Since the process to produce the acetate is fully handmade, every single watch case in acetate is totally unique, with its own colors and subtle shades,
- Every model features refined watchmaker details, as well as a reliable Japanese movement, Miyota or Seiko, depending on the models,
- The straps' interchangeability makes the Clubmaster the perfect accessory to accessorize any outfit, and allows the client to give several lives to a single watch case, illustrating and giving sense to our "Lifestyle" philosophy,
- BRISTON watches are accessible luxury, given an attractive price positioning with a retail price between 150 Euros up to 520 Euros.

BENEFITS
For The Client/Retailer

- "Fresh", unconventional & new French brand, with an English-sounding name,
- Aiming at a differentiation through the product, adopted material and shape,
- Providing affordable/accessible luxury,
- Destined to high end clients,
- Allowing store traffic enlargement,
- Providing with a very attractive price positioning, meaning affordable orders of 20 to 30 pieces,
- A strong stock rotation: from 3 to 30 rotations in one year,
- BRISTON is a "New Wave" independent brand, built exclusively on the product, a start up with a strong and paced development: presence in 49 countries with more than 800 stores across the world,
- Through a careful, selective and luxury orientated distribution strategy,
- With an important potential, in terms of volume and development,
- Given a very high perceived value of the product, thanks to the acetate and the subtle watchmaker inspired details.

BRISTON is the authentic "Time Accessory"

www.briston-watches.com