


PRESS RELEASE

CLUBMASTER CHIC 4 ELEMENTS



NEW PRODUCTS
APRIL 2018

BRISTON 



The New CLUBMASTER **CHIC** 4 ELEMENTS

Like the first models launched in March 2017, BRISTON expands its Clubmaster CHIC collection by introducing a full set of 4 different models. These new versions are representing the 4 elements: Air, Earth, Water & Fire.

Retaining the curves and the geometry of the glamorous CHIC collection, BRISTON has innovated with four new acetates. Fully polished, each new structured acetate is perfectly illustrating the elements to create a watch in homogeneous proportions. Every color incarnates an Element : red for the fire, blue for the water, green for the earth & grey is highlighting the air. The irresistible sparkle of each cellulose acetate makes each watch unique.

Each detail has been designed to contribute to an overall harmony. With its delicate central guilloché work, this dial becomes hypnotic & adds depth to this elegant novelty.

Lastly, BRISTON has chosen to assemble this new collection on interchangeable suede leather straps. Extraordinarily soft, they reinforce the elegance of this chic and understated watch. Especially developed by BRISTON in a single size (210mm), these suede leather straps strengthen the elegant spirit of this new collection.

Clubmaster CHIC

Case

Size: 36 x 36 mm

Opening Dial: 28,5 mm

Thickness: 9,20 mm

Italian red, blue, green or grey element 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 & functions

Quartz Citizen caliber: Miyota 2035

Functions: Hours Minutes & central second

Dial & hands

Outer part: white-silvered

Stamped hour markers & Arabic numerals

Center part: white-silvered with a guilloche pattern

Under plate: black

Rhodium-plated "baton" Hour & Minutes hands & with white Superluminova® inserts

Black-coated central hand

Strap

Interchangeable red, navy blue, green or grey suede leather strap: genuine calf with stitching

Length: 210mm / width: 18 mm

Suede leather loop & BRISTON engraving on the steel pin buckle



RED ELEMENT

36mm case in red element acetate

Suede leather strap

Public price: 230\$



BLUE ELEMENT

36mm case in blue element acetate

Suede leather strap

Public price: 230\$



GREEN ELEMENT

36mm case in green element acetate

Suede leather strap

Public price: 230\$



GREY ELEMENT

36mm case in grey element acetate

Suede leather strap

Public price: 230\$



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.

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.

Follow BRISTON

www.briston-watches.com

<https://www.facebook.com/BristonWatches>

<https://plus.google.com/+briston-watches>

<https://instagram.com/bristonwatches#>

<https://pinterest.com/bristonwatches>

