

# PRESS RELEASE

## NEW NATO STRAPS



**APRIL 2018**  
**NEW ACCESSORIES**

**BRISTON** 

## The new NEON NATO straps

True to the brand spirit, we are introducing two different new series of NATO straps to complete its collection of accessories. This time, **BRISTON** is playing the game of colorful NATO straps.

Inspired by the 1980's & developed in two sizes (widths of 20mm & 18mm), ultra robust, water resistant and interchangeable, the yellow, orange & pink fluorescent NATO straps will naturally come to give energy to your watch.



## The Tutti frutti NATO straps

Another series of tutti frutti NATO straps will enrich the "So Preppy look" of our watches which look very much classic as well as chic. Especially developed by **BRISTON** in two sizes, the mango, raspberry & mint NATO straps will highlight the smart yet casual spirit of your watch.

Launched in April 2018, you are free to accessorize according to your own desires!

- New **tutti frutti** NATO straps of plain colors (Mint/Mango/Raspberry)
- Lengths of 280mm / 245mm & 230mm – Widths of 20mm & 18mm
- Interchangeable NATO straps compatible with all Clubmaster models



MANGO  
Steel  
25€



RASPBERRY  
Steel  
25€



MINT  
Steel  
25€



MANGO  
Rose gold  
25€



RASPBERRY  
Rose gold  
25€



MINT  
Rose gold  
25€

# PRESS RELEASE

## NEW MILANESE MESH BAND



**APRIL 2018  
NEW ACCESSORIES**

**BRISTON** 





## The new MILANESE MESH BAND

Like the other accessories of BRISTON, the brand has decided to introduce a new Milanese mesh band. This is a modern interpretation of a design developed in Milan at the end of the 19th century.

Exclusively sold as accessory, the smooth stainless steel mesh wraps fluidly around your wrist. The loop is infinitely adjustable, ensuring a perfect fit. Developed in both 20mm & 18mm of width, this strap is equipped with a presto system that keeps the interchangeability so you can associate your Milanese mesh band to any Clubmaster model. The beautifully crafted rose gold mesh strap developed only for our Clubmaster CHIC models is soft and lightweight, and ensures the watch suits comfortably on your wrist. It's undeniably elegant BRISTON mesh straps.



# NEW MILANESE MESH BANDS

## Milanese Mesh band:

Milanese mesh band equipped with the single presto (pin) system to remove the strap

Polished mesh & brushed steel folding clasp with BRISTON engraved

Length: 90/110mm – Width: 20mm

Interchangeable & adaptable to our Clubmaster Classic, SPORT, Vintage & DIVER models

## Milanese Mesh bands:

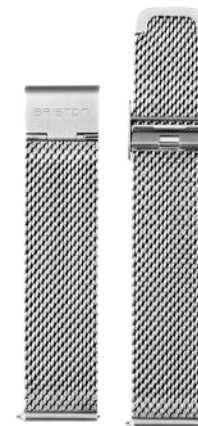
Milanese Mesh bands equipped with a single presto (pin) system to remove the strap

Polished steel or rose gold PVD mesh & brushed steel or rose gold PVD folding clasp with BRISTON engraved

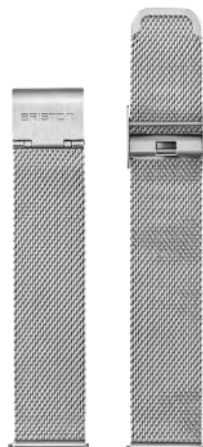
Length: 80/100mm – Width: 18mm

Interchangeable & adaptable only for our Clubmaster CHIC models

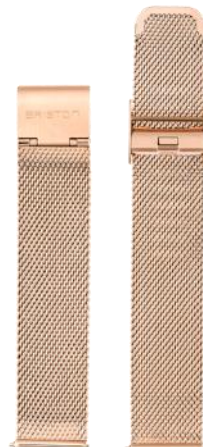
Available in April 2018



MESH BAND  
Brushed Steel buckle  
MB20.ST  
65€



MESH BAND  
Brushed Steel  
MB18.ST  
65€



MESH BAND  
Brushed Rose Gold  
MB18.PVDRG.ST  
85€

# PRESS RELEASE

## NEW BRISTON STEEL BRACELETS

NEW ACCESSORIES  
MAY 2018

BRISTON®







## The new BRISTON steel bracelet

The new stainless steel bracelet, developed & specially designed by BRISTON, offers a sporty alternative to accessories without compromising robustness, waterproofness or reliability.

Exclusively sold as accessory from May 2018, the BRISTON bracelet is a perfect alchemy of form and function, aesthetics and technology, designed to be both robust, comfortable & interchangeable. The distinction of this bracelet is also down to its double presto system behind the bracelet to adapt to your Clubmaster case. This ingenious system allows the wearer to adapt the bracelet to his watch without losing the interchangeability with other straps.

Purity of lines and fine craftsmanship are defining this new bracelet. The cambered-square design of central links reminds the cushion shape of the case. A particular care is taken with these links finishes – alternative mirror polished & vertical brushed links / horizontal & vertical brushed links & full mirror polished links are composing the types of watchmaking finishes adorned on it.

For enhanced comfort, the BRISTON steel bracelet is equipped with a folding clasp, which prevents from accidental opening.

Combining comfort and toughness, and available in both men's & ladies' versions, BRISTON metal bracelets bring together functionality & style. You can wear your BRISTON steel bracelet in every circumstance.



# NEW BRISTON STEEL BRACELETS

## Steel bracelet (Clubmaster Classic)

BRISTON steel bracelet equipped with the double pins system to remove the strap

Finishes of links: Mirror polished central links & vertical brushed H links

Stainless steel folding clasp

Length: 195mm / 20mm of width

Interchangeable & adaptable to our Clubmaster Classic models



Reference: SB20.C.ST

Price: 130€

## Steel bracelet (Clubmaster SPORT)

BRISTON steel bracelet equipped with the double pins system to remove the strap

Finishes of links: Mirror polished central links & vertical brushed H links

Stainless steel folding clasp

Length: 195mm / 20mm of width

Interchangeable & adaptable to our Clubmaster SPORT models



Reference: SB20.SP.ST

Price: 130€

## Steel bracelet (Clubmaster DIVER)

BRISTON steel bracelet equipped with the double pins system to remove the strap

Finishes of links: Horizontal brushed central links & vertical brushed H links

Stainless steel folding clasp

Length: 195mm / 20mm of width

Interchangeable & adaptable to our Clubmaster DIVER models



Reference: SB20.D.ST

Price: 130€

## Steel bracelet (Clubmaster CHIC)

BRISTON steel bracelet equipped with the double pins system to remove the strap

Finishes of links: Full mirror polished links

Stainless steel folding clasp

Length: 175mm / 18mm of width

Interchangeable & adaptable to our Clubmaster CHIC models



Reference: SB18.L.ST

Price: 130€

Available in May 2018





## **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.

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