

PRESS RELEASE

BRISTON WATCHES

CLUBMASTER GREY ARMY JULY 2014



BRISTON 

Clubmaster GREY

Like the first models of the **TRENDSETTERS** collection, the Brand has chosen to introduce a new watch even stronger, sportive to create a one of a kind model: the **CLUBMASTER GREY ARMY**.

This watch line with a "Sport Chic" way of life will appeal to both urban enthusiasts seeking thrilling sensation and freedom as well as the sports-loving escape, conviviality and sharing.

Indeed, its new case in grey cellulose acetate gives to the model an efficient and elegant look. The use of the matt black PVD treatment on the case, the bezel and the pushers reinforces the watch style by giving it a strong personality full of nuance.

Extremely readable, this watch will make it enjoyable all the moments of evasion whether at a mountain excursion or just when you stroll in the urban crowd.

The Grey NATO straps developed by **BRISTON** in two sizes, ultra-rugged, water resistant and interchangeable naturally come to strengthen this sport spirit.

Launched this fall, you are free to get away by wearing on your wrist this "Urban Sport" watch either very « Sport » version with the Chronograph either more "Urban" with the three-hand version!



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Clubmaster^{GREY}

TECHNICAL CHARACTERISTICS

CHRONOGRAPH & DATE

Case

- Size: 40 x 40 mm
- Opening dial: 31 mm
- Thickness: 11.70 mm
- Italian Grey Acetate: handmade, polished finish
- Lugs/ Bezel/ Crown/ screw-down Back: Black matt PVD treatment on 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: black
- Under plate: silver white
- Stamped hour markers & Arabic numerals

Hands

- Matt Black PVD Rhodium "baton" Hour & Minutes hands & with white Superluminova® inserts
- Orange-coated central & counters hands

Strap

- Exclusive BRISTON Grey genuine stitched NATO (nylon) strap: interchangeable, water resistant
- Length: 280mm / width: 20 mm



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TECHNICAL CHARACTERISTICS

HOURS, MINUTES, SECONDS & DATE

Case

- Size: 40 x 40 mm
- Dial opening: 31 mm
- Thickness: 11,70 mm
- Italian Grey Acetate: handmade polished finish
- Lugs/ Bezel/ Crown/ screw-down Back: Black matt PVD treatment on 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: black
- Under plate: silver white
- Stamped hour markers & Arabic numerals

Hands

- Black matt PVD treatment on Rhodium "baton" Hour & Minutes hands with white Superluminova® inserts
- Orange-coated central hand

Strap

- Exclusive BRISTON Grey genuine stitched NATO (nylon) strap: interchangeable, water resistant
- Special NATO strap with moveable loop
- Length: 245mm / width: 20 mm



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VISUALS ALSO AVAILABLE IN HIGH DEFINITION:



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Discover the other CLUBMASTER versions in black PVD.



Chronograph & Date : 275 €



Hour, Minute, Second: 175 €

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Chronograph & Date: € 275

Hour, Minute, Second: € 175

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ABOUT...

The new watch brand **BRISTON** and his collection of watches **CLUBMASTER** in cellulose acetate carried off a resounding success in 2013. With about an hundred points-of-sale worldwide, half in France, Brice JAUNET, its founder, has been able to differentiate himself by proposing a chic yet accessible timepiece equipped with noble materials and a "cambered square" design recognizable at a glance.

Indeed, **BRISTON** is one of the first watch brands to deviate acetate from its original use in order to give to the brand a "Sport Chic" as well as offset tone. This material is particularly valued for high-quality eyewear.

The brand creates its own particular style with a strong classical watchmaker DNA but bringing this smart & casual touch with innovative raw material & colors.

The "cambered square" shape of its cases rooted from the Roaring Twenties gives to the watch a very singular yet watchmaking personality in a standardized segment of market dominated by round timepieces.

For its collections, **BRISTON** worked in partnership with Mazzucchelli, the best worldwide supplier for the cellulose acetate: a raw material which is noble, natural, biodegradable, and hypoallergenic made by 70 % of cotton fibers. It is the material used in the high end spectacles & eyewear industry.

Worked in a very traditional way according to particular specifications and a painstaking process, the acetate allows a lot of creativity while providing a unique finish, and a soft touch with a high resistance over time. The unique shape of the **CLUBMASTER** especially enhances the nobility of the material.

Finally the robust and water-resistant NATO straps, developed by the British Ministry of Defence in the 60s for the Royal Navy and dear to Mr. Bond, come to reinforce the vintage spirit and affirm a look resolutely "Sport Chic".

“**BRISTON** is the best balance between a luxury timepiece and a chic but unconventional accessory.”

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