

A full-page advertisement featuring a man with a beard and curly hair, wearing a light blue dress shirt and dark trousers, walking across a bridge. He is carrying a brown jacket over his shoulder and wearing a watch on his left wrist. The background shows the Eiffel Tower and lush green trees under a soft, sunset sky. A black street lamp hangs from the bridge structure above him. The overall mood is sophisticated and elegant.

**BRISTON WATCHES**

THE FRENCH WATCH BRAND  
PREMIUM SPORT CHIC



## **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.





## ***The Clubmaster Classic collection: The fusion between the shape & the raw material***

The daring cambered square shape of the watch, recognizable among all the major watch houses, give it an unique, Vintage and resolutely particular & authentic style.

Inspired by the Roaring Twenties, the cambered square shape breaks the code of this standardized & rounded entry price market.

The cellulose acetate is a noble material, used in the high end spectacles & eyewear. Made by 70 % of plant and cotton fiber, the acetate is a natural and hypoallergenic material. To craft the acetate case of its collection, **BRISTON** work in partnership with the best worldwide supplier of acetate: the Italian House *Mazzucchelli*.

Crafted with a long and rigorous process of production, the acetate allows creativity, offers a pleasant & sensual soft touch and is resistant in time.

The designed shape of the **Clubmaster** comes magnifying the beauty of this noble material.

**BRISTON** makes the choice to propose his collection of watches on "NATO" straps. These straps has been originally developed by the British Ministry of Defense in the 60's for the Royal Navy, before moving on to posterity of Jame Bond's wrist, the famous agent of his most gracious Majesty.

Made of nylon, the NATO straps are not only technically sound, robust and water resistant, but also reinforce the vintage spirit and affirm the sports chic look.

**BRISTON** proposes about twenty united colors or striped interchangeable NATO straps with pin buckles & loops matching perfectly with the case material. These interchangeable NATO straps are proposed in two sizes: 280mm for the original G10 Purists and 245mm exclusively designed by **BRISTON** with a moveable loop and a smaller length.

# Clubmaster *Classic*

## TECHNICAL FEATURES

### Case

Size: 40 x 40 mm

Opening Dial: 31 mm

Thickness: 11,70 mm

316L Stainless steel case & Italian tortoise shell Acetate: handmade polished finish

Water resistance to 100m/10 ATM

### Movement & functions

Chronograph Date model: Quartz Citizen caliber Miyota OS21

Functions: Chronograph 2 counters with 60-minute counter at 9 o'clock & a 24 hours indication / AM-PM counter at 3 o'clock, date at 6 o'clock

Hours Minutes Seconds Date model: Quartz Citizen caliber Miyota 2315

Functions: Hours, minutes, central second, date at 3 o'clock

### Dial & hands

Upper plate dial: Black semi-glossy or White-silvered

Under plate dial: silver white or black

Stamped hourmarkers & Arabic numerals

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

White-coated chronograph & counters hands

HMS : Black central second hand

### Exclusive BRISTON NATO straps:

Interchangeable & water resistant

Length: 280 mm / Width: 20 mm

Length: 245 mm / Width: 20 mm

### Public prices with taxes:

From 200USD to 350USD



BRISTON 

# The founder – Brice Jaunet

Because time flies, because sometimes you get a special momentum in your life for a new start, 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 starting by Richemont with Cartier, followed by Raymond Weil on a international scale. Then, he joined the LVMH group as Export Director for the House Zenith, thus Vice-President International Marketing & finally as Head of the French market.

From his early age, he grew up with an entrepreneurial spirit passed down from his grand father, 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, at the end of 2012, he started working on the conception & the design of his first watch in collaboration with some Swiss designers & friends coming from the same High End watch roots & sharing the same attention & perfection.

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.



**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.

## Follow BRISTON

[www.briston-watches.com](http://www.briston-watches.com)

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

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

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

<https://pinterest.com/bristonwatches>

