

PRESS RELEASE

CLUBMASTER SPORT Gentleman Driver



**NEW PRODUCTS
1ST QUARTER 2016**

BRISTON



The new CLUBMASTER SPORT GENTLEMAN DRIVER: ***The essence of Vintage inspired Sport watch***

After the successful launch in 2015 of the Clubmaster Classic GENTLEMAN DRIVER collection, BRISTON has revisited its key model to propose, for the beginning of this year 2016, a brand new version of its Clubmaster **SPORT**, which echoes to the car races.

Provided with a strong personality, the Clubmaster **SPORT** GENTLEMAN DRIVER watch becomes the standard-bearer of the brand's involvement into the automobile universe. It's also BRISTON's emblem, highlighting the brand's style evolution toward a decidedly neo-classic style. With a 42mm cambered square shape case, the chronograph version features a tachymetric scale on the inner ring and is assembled with a Citizen Miyota quartz caliber, displaying a 24-hour indication counter and a date window at 6 o'clock.

The Clubmaster **SPORT** GENTLEMAN DRIVER is also characterized by its four double layers colored dial adorned with a sunray finishing. The chronograph pushers are inspired by the buttons used on the dashboards of old sports cars. The cambered-square design of the perfectly legible chronograph counters is reminiscent of the cushion shaped case.

Finally, BRISTON has chosen to introduce this new collection on interchangeable Canvas leather straps. Their texture is both incredibly firm and extraordinarily soft, guaranteeing lightness, quality, protection against humidity and a great resistance to wear. Especially developed by BRISTON in a single size, these Canvas straps reinforce the sporty spirit of these new Clubmaster **SPORT** GENTLEMAN DRIVER.

Clubmaster **SPORT**

Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

Case in polished 316L stainless steel & Italian tortoise shell Acetate: handmade polished finish

Water resistance to: 100m/10 ATM

Movement & functions

Model Chronograph Date

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 & hands

Upper plate: Red, blue, British Green, Silver grey with a sunray finish

Black inner ring with white numerals

Black cambered-square chronograph counters

Under plate: White silvered

Indexes in polished stainless steel

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

White-coated chronograph counters hands

White central hand with a red tip

Strap

Exclusive & interchangeable SPORT leather strap in black or khaki Canvas

Unique length: 235mm / width: 20 mm

Black or Khaki Canvas loop - Exclusive BRISTON engraving on the buckle

Polished 316L stainless steel or PVD rose gold pin buckle



Chronograph date model
42mm case in tortoise shell acetate
SPORT leather strap in black Canvas
Public Price: 300€



Chronograph date model
42mm case in tortoise shell acetate
SPORT leather strap in khaki Canvas
Public Price: 300€

Clubmaster **SPORT**

Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

Case in polished 316L stainless steel & Italian tortoise shell Acetate: handmade polished finish

Water resistance to: 100m/10 ATM

Movement & Functions

Model HMS DAY-DATE

Quartz Citizen caliber: Miyota 2405

Functions: Hours, Minutes, Seconds & DAY-DATE indications

DAY-DATE window positioned at 3 o'clock

Dial & hands

Upper plate: Red, blue, British Green, Silver grey with a sunray finish

Under plate: silver-white

Indexes in polished stainless steel

Black inner ring with white Arabic numerals

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

White central hand with a red tip

Strap

Exclusive & interchangeable SPORT leather strap in black or khaki Canvas

Unique length: 235mm / width: 20 mm

Black or Khaki Canvas loop - Exclusive BRISTON engraving on the buckle

Polished 316L stainless steel or PVD rose gold pin buckle



HMS DAY-DATE model
42mm case in tortoise shell acetate
SPORT leather strap in black Canvas
Public Price: 200€



HMS DAY-DATE model
42mm case in tortoise shell acetate
SPORT leather strap in khaki Canvas
Public Price: 200€



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 3 years of existence. Three years after its successful launching at Colette in Paris, three years through which the young watch brand has established itself.

Distribution

BRISTON is now distributed in more than 500 point of sales, including about eighty in France at end of January 2016 such as: Colette, Merci, Printemps, Le Bon Marché, The Conran Shop, 10 Corso Como, Beams, Restir, Santa Eulalia or Harvey Nichols.

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>

