

PRESS RELEASE

CLUBMASTER HORIZON

NEW PRODUCTS
MAY 2016

BRISTON





The new collection Clubmaster Horizon

Launched this spring, this new capsule collection is composed of 2 Clubmaster Classic & 2 Clubmaster SPORT with a fresh spirit. This new range has a fresh and summery spirit that BRISTON has envisioned as an ideal timepiece that will delight both men and women in love in escape and searching for freedom.

Inspired by the horizon blue of the sea and the sky that we enjoy contemplating every summer, these new models reflect a chic, classic and elegant lifestyle. These watches will seduce the "dandy-preppies" in search of evasion.

Made of tortoise shell acetate, these new models are featuring a new horizon blue dial adorned with a sunray finish. Especially developed by BRISTON, this intense blue color reminds us of the blue sky when it's barely set.

The Light Blue NATO straps developed by BRISTON in two sizes, ultra robust, water resistant and interchangeable naturally come to strengthen this refreshing & pure spirit of the new Clubmaster Horizon.

Clubmaster *Classic* HORIZON

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: Light blue with a sunray finish

Under plate dial: silver white

Stamped hourmarkers & Arabic numerals

Rhodium-plated "baton" Hour & Minutes hands & with white

Superluminova® inserts

White-coated chronograph & counters hands

HMS : White central second hand

Exclusive BRISTON Light blue NATO straps:

Interchangeable & water resistant

Length: 280 mm / Width: 20 mm

Length: 245 mm / Width: 20 mm



Chronograph Date model
40mm case in tortoise shell acetate
Light blue NATO strap
Public price: 320 USD



HMS Date model
40mm case in tortoise shell acetate
Light blue NATO strap
Public price: 200 USD

Clubmaster **SPORT** HORIZON

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

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 Day-Date model: Quartz Citizen caliber Miyota 2405

Functions: Hours, minutes, central second, DAY-DATE date indications at 3 o'clock

Dial & hands

Upper plate: Light blue 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

Exclusive BRISTON Light blue NATO straps:

Interchangeable & water resistant

Length: 280 mm / Width: 20 mm

Length: 245 mm / Width: 20 mm



Chronograph date model
42mm case in tortoise shell acetate
Light blue NATO strap
Public Price: 350 USD



HMS Day-Date model
42mm case in tortoise shell acetate
Light blue NATO strap
Public Price: 230 USD



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 the 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.

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