

# PRESS RELEASE

## CLUBMASTER **SPORT** STEEL



NEW PRODUCTS  
MARCH 2016

BRISTON



## The new CLUBMASTER **SPORT** STEEL collection: *A stylish Sporty watch*

BRISTON is revisiting its Clubmaster **SPORT** making it out of steel and reinterpreting it with an elegant and watchmaker spirit so dear to the brand. After the successful launch of the Clubmaster **SPORT** in acetate, BRISTON wanted to create a watch whose every detail were made to fit the delicacy of the wrist and embellish a sophisticated silhouette.

BRISTON has therefore chosen to use stainless steel instead of cellulose acetate, a 316L stainless steel, that works perfectly with the "cambered square" shape of the Clubmaster. In this quest for perfection, BRISTON has decided to offer a selection of finishes to the steel that can be either vertical brushed, matt or mirror-polished to dress the models of this collection.

The Clubmaster **SPORT** chronograph models are equipped with an inner ring featuring a tachymeter scale. Besides reinforcing the sporty look of the watch, a tachymeter scale allows to measure the speed of a body in motion over a distance of one kilometer. The double layers colored dials of this new collection has a "matt" finish which gives an incomparably appealing. The distinctive & pure watchmaking finishing on the dial enhances the strong character of the watch without altering its sobriety. Typical from the watches of the 1970's & contrasted with the dial color, the chronograph counters are perfectly legible and their design reminds the cushion shape of the case as they are cambered-square.

Exclusively developed by BRISTON, the new black silicon rubber strap is coming with this Clubmaster **SPORT** STEEL collection. With a soft touch treatment, this new interchangeable rubber strap naturally comes to strengthen the **SPORT** spirit of this new model.

# Clubmaster **SPORT** STEEL

## Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

316L Stainless Steel case:

Vertical brushed case body / Circular brushed cover pushers

Matt lugs & case-back

Mirror-polished bezel / Crown / Top chronograph pushers

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: Black, White, Navy blue, British Green, grey & light blue with a matt 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 black rubber strap

Unique length: 245mm / width: 20 mm

Black rubber loop & BRISTON engraving on the polished steel pin buckle



Chronograph date model  
42mm case in 316L stainless steel  
Interchangeable black RUBBER strap  
Public Price: 380 USD



Chronograph date model  
42mm case in 316L stainless steel  
Dials of color with matt finish  
Interchangeable black RUBBER strap  
Public Price: 380 USD

# Clubmaster **SPORT** STEEL

## Case

Size: 42 x 42 mm

Opening Dial: 32,5 mm

Thickness: 11,90 mm

316L Stainless Steel case:

Vertical brushed case body / Matt lugs & case-back

Mirror-polished bezel & Crown

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: Black, White, Navy blue, British Green, grey & light blue with a matt finish

Black inner ring with white numerals

Under plate: White silvered

Indexes in polished stainless steel

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

White central second hand with a red tip

## Strap

Exclusive & interchangeable black rubber strap

Unique length: 245mm / width: 20 mm

Black rubber loop & BRISTON engraving on the polished steel pin buckle



HMS DAY-DATE model  
42mm case in 316L stainless steel  
Interchangeable black RUBBER strap  
Public Price: 260 USD



HMS DAY-DATE model  
42mm case in 316L stainless steel  
Dials of color with matt finish  
Interchangeable black RUBBER strap  
Public Price: 260 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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