

# Art Department



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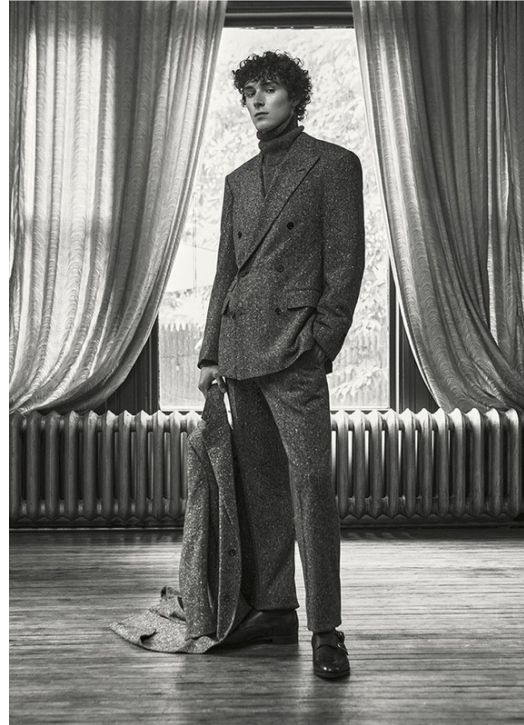


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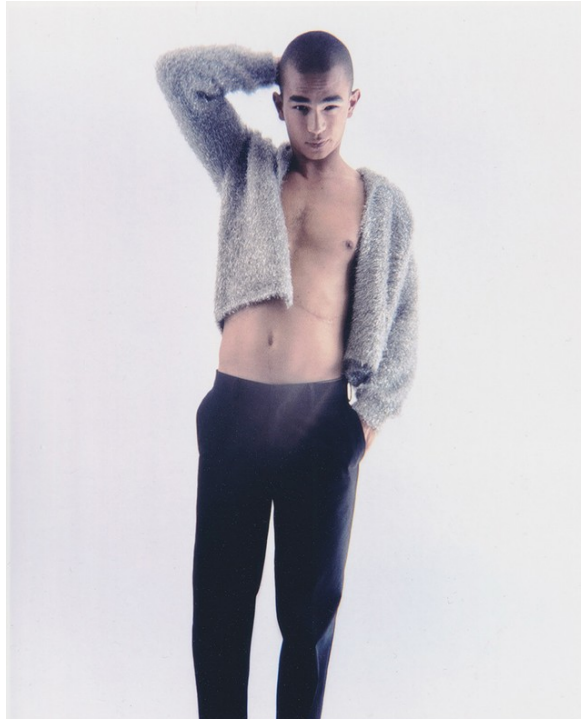
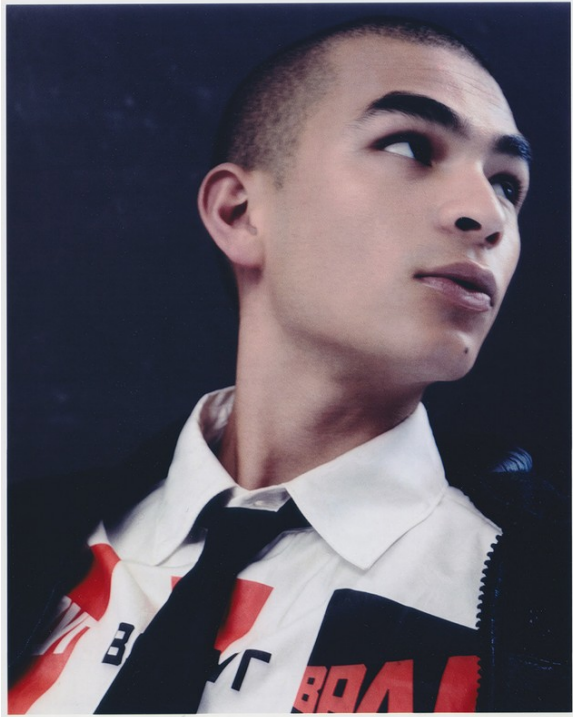


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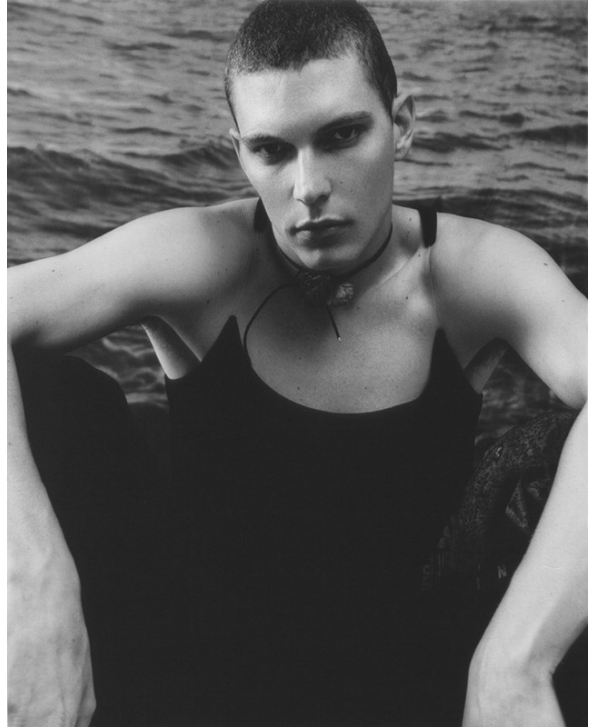
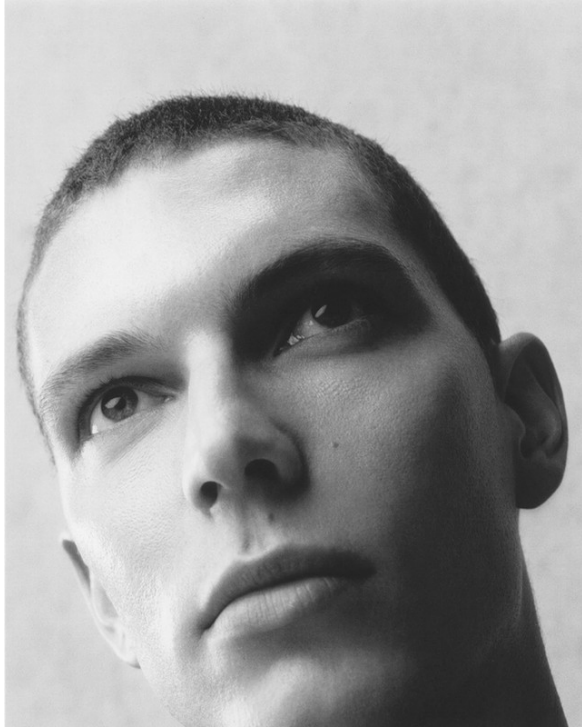


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blueprint

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## WATCH CLOSELY

The finer details of Parmigiani Fleurier's latest masterpiece reveal why the maker has become such a cult favorite

BY MICK BULLMAN



PARMIGIANI FLEURIER IS, BY ANY RECKONING, a watchmaker's watchmaker. It's hardly new hat, but quite young compared with the old guard, making the reverence with which collectors regard it even more surprising. Set up by master watchmaker Michel Parmigiani in 1996, it has been quietly producing supremely refined watches for well-heeled enthusiasts, including Prince (now King) Charles, ever since. Having a crown and head as a fan tells you a lot about where Parmigiani comes from—but not necessarily where it's going. Since Michel Parmigiani stepped back from the

day-to-day running of the business in 2013, his successor, Italian-born Guido Terenzi, has taken a hard look at the future of the house. The CEO has cut down on the number of models in production and brought a new focus to the brand, all while sticking close to the functionality and aesthetics established by the founder.

One of this year's most impressive innovations is the Tête à Pêche Grande in platinum. At first glance, it may appear to be a virtuous exercise in restraint, but peer at it long enough and close enough and it's a fireworks display. From the flared

platinum bezel and the powdery, granular dial surface to the subtle but very traditional cues of the dial and the alligator strap, then the new design of the strap is unusual, recalling the spread hand stitching favored by Neapolitan tailors.

It's recognizably Parmigiani Fleurier in the details yet feels modern, as easy to wear with a tuxedo as with a suit or even a t-shirt. While the brand's offerings are beyond the reach of many of us mere mortals, the design and sense of

more to influence watches at more accessible prices, too. It's only a matter of time. G

PHOTOGRAPH BY RYAN SLACK



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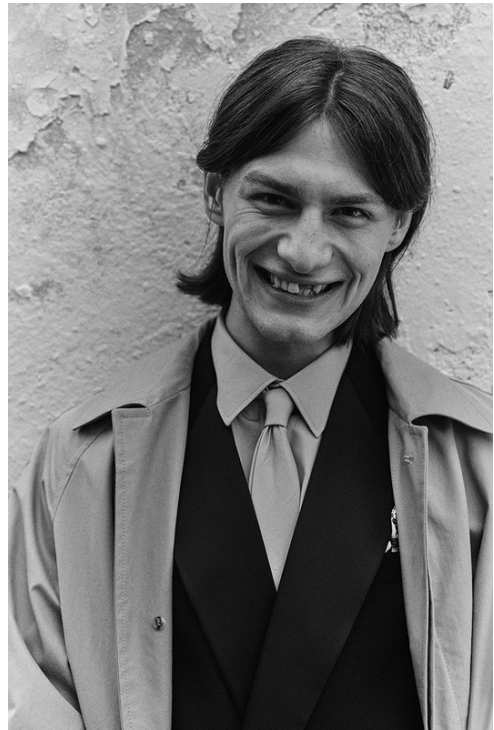
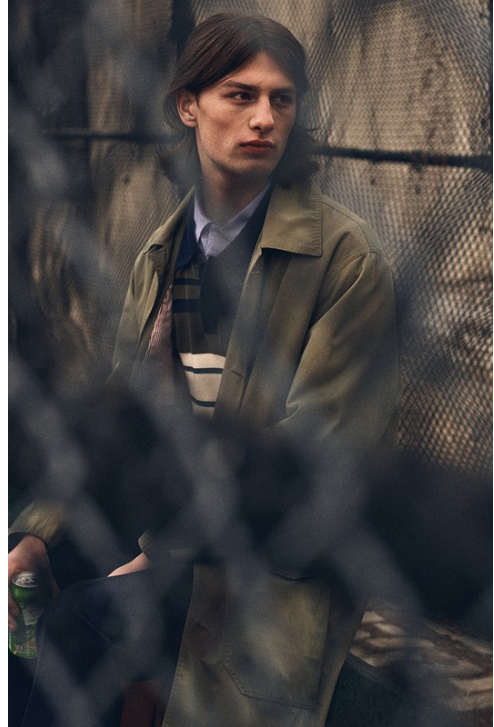


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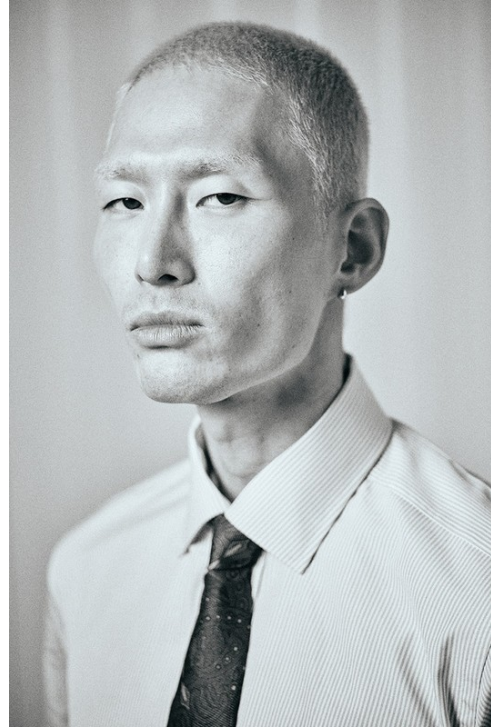


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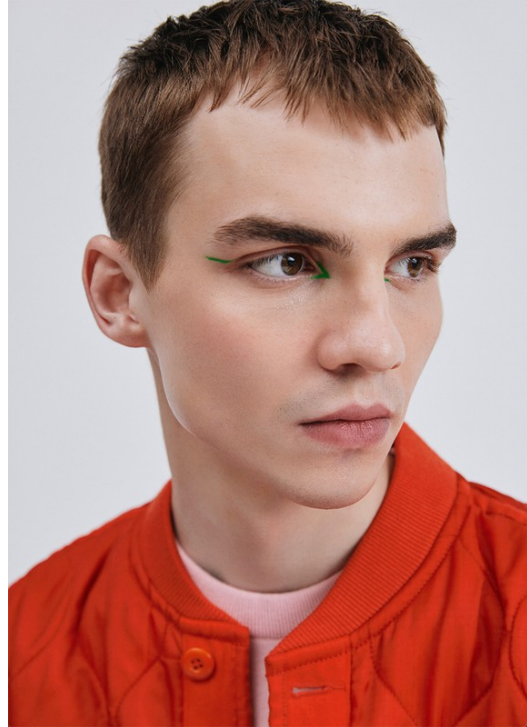


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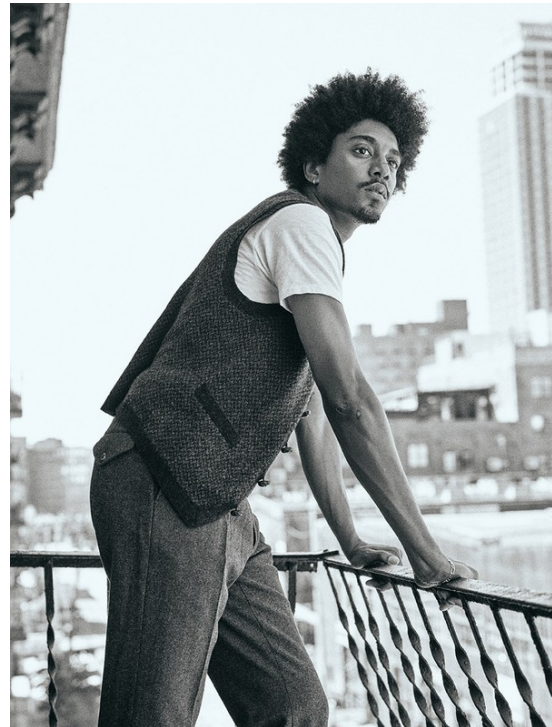
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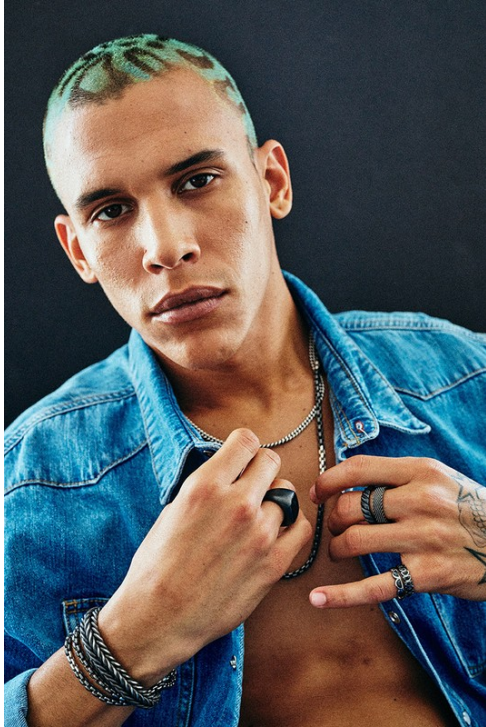


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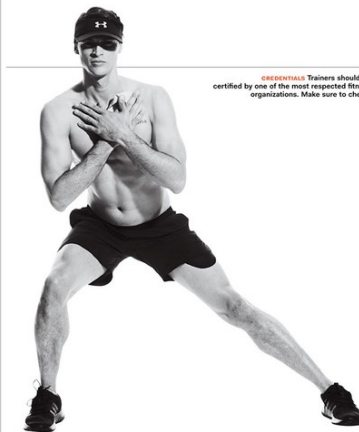
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The Golf Life | The Core



HIRING THE RIGHT TRAINER

**I**nterested in working with someone who specializes in golf fitness? Here are the types of questions to ask and some of the trainers to avoid. ▶ "I'd want to know what that trainer knows about the golf swing—that's a good start," says Greg Rose, co-founder of the Titleist Performance Institute in Oceanside, Calif. "An extra step would be to speak with some of the golfers that trainer has worked with to get an idea of how he or she uses the gym to improve their games." ▶ Fitness credentials also are important, says Ben Shear, who has trained several tour players. "A degree in exercise physiology isn't a must, but it helps. More important, how long have they been training? Are they certified by one of the big organizations in fitness?" ▶ Among the most respected are the National Academy of Sports Medicine (NASM), National Strength and Conditioning Association (look for the CSCS certification), C.H.E.K Institute, and the Titleist Performance Institute. TPI is the only group certifying trainers specifically for golf fitness. Another more general accreditation that is acceptable, Shear says, is ACE, short for the American Council on Exercise.

**CREDENTIALS** Trainers should be certified by one of the most respected fitness organizations. Make sure to check.

"Having the right credentials should start the conversation," Shear says. "But there are still some things to avoid."

Specifically, trainers that are willing to put you through the paces without first giving you a physical evaluation and interviewing you about your goals, preferences for workout intensity and your medical history. Also avoid anyone pushing group-training—like CrossFit—without knowing your capabilities. Worse: Throwing you in a group where you're expected to "keep up" with stronger students.

"Group classes can be a great motivational tool," Rose says. "Just make sure you're training with people of similar abilities, and that the classes are small enough that you still get some one-on-one attention."

Personality plays a big role in finding the right trainer, says Lindsay Becker of Buckeye Performance Golf in Dublin, Ohio. "It's OK if they push you out of your comfort zone a little," Becker says. "But when you're not looking to be pushed, and that's all they want to do is work you 'til exhaustion, it's not a good match. Best to establish right away what your training preferences are."

Rose agrees. "They need to match your life. First thing the person should say is, 'What would fit your lifestyle? If all you can do is 15 minutes a day, I'll build you a program for 15 minutes.'"

Speaking of commitment, avoid trainers who want to sign you up for anything long-term like an annual contract. Results should be evident fairly quickly, Rose says. "If someone says it's going to take six months, you're with the wrong trainer."

Finally, it's an absolute must that the trainer is willing to communicate with the golf instructor who best knows your game. "It doesn't have to be engaging, but it's helpful to know what you're working on," Shear says. "Many times there are a result of physical issues that can be corrected in the gym. The trainer and pro can help each other out."

—RON KASPRISKE



THE GOLF LIFE | THE CORE

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The Golf Life | Style

Imagine feeling as comfortable on 18 as you did on No. 1.

## Tech Togs

Clothes designed with a golfer's well-being in mind

Today's golfwear offers a variety of innovative materials that allow you to move freely when you play and keep you warm when it's cool (and vice versa). In fact, the apparel on this page is designed with so much style and technology that some might even call it misnomer. —ASHLEY MAYO

**1 ADIDAS HUMAWEAR 5.0 SUNGLASSES, \$115**  
The distinctive lens angles are curved, offering your eyes unobstructed sun protection.

**2 RILX GOLF HYBRID JACKET, \$85**  
This stylish slim-fit hoodie is pliable and well-insulated, with an interior turtleneck for extra warmth.

**3 PUMA GOLF NEO-WEIGHT PANTS, \$85**  
T-tights moisture, and the ultra-stretchy fabric helps you stay cool and dry.

**FOOTJOY S.M.A. HELIX SHOES, \$85**  
Foam collar molds to your ankle for extra stability, and the tongue shape is your foot for breathable comfort.

**NIKE AEROREGUL CLASSIC 99 PANTS, \$85**  
The high-particular moisture polyester fabric stretches for a comfortable fit.

**LIKEDOL HEATHER LONG-SLEEVE FULL-BOTTOM SPORT SHIRT, \$45**  
With just a touch of sparkle, it offers as much stretch as the softest golf shirt and looks cleaner and refined.

**NIKE ICE PANTS, \$85**  
Come for the water- and dirt-repelling fabric, stay for the anti-slice scorecard pocket.

**ADIDAS CLIMATEAT PRIMALoft VEST, \$45**  
It's packed with insulation to keep you warm, but its breathable fabric lets moisture escape.

**NIKE AEROREGUL POLO, \$55**  
This short-sleeve is designed to open and close as your body temperature changes.

**ADIDAS ULTIMATE ICE CLIMATEWEAR PANTS, \$85**  
Breathable, woven fabric will keep you warm and dry, but it's also highly stretchy, allowing for full range of motion.

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Photograph by Walter Iossa Jr.

WHEN YOU ABSOLUTELY, POSITIVELY CAN'T AFFORD TO BOTCH YOUR NEXT PLAY, THESE BEST YOUNG TEACHERS FROM THE NEW YORK AREA HAVE GREAT ADVICE TO COME THROUGH IN THE CLUTCH—KICKIN' IT, BEASTIE BOYS' STYLE

Photographs by Walter Iossa Jr.

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