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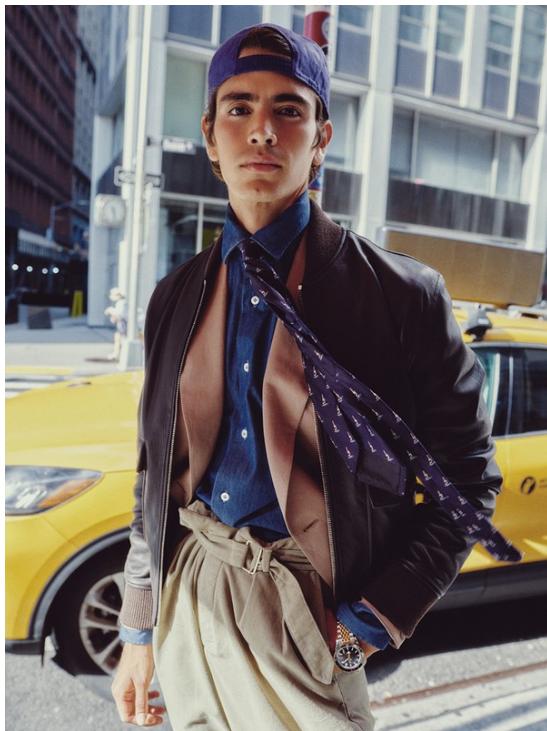
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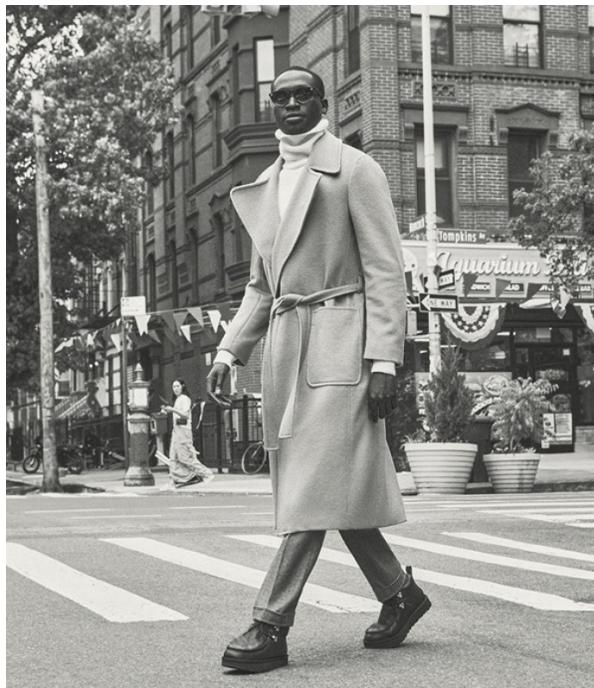
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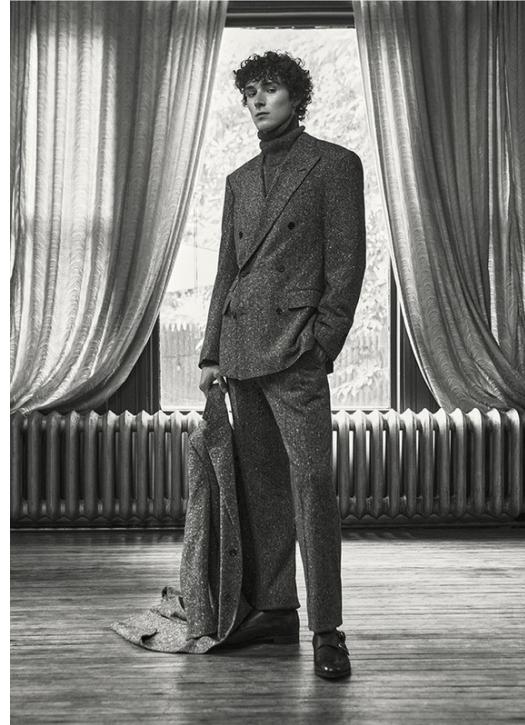
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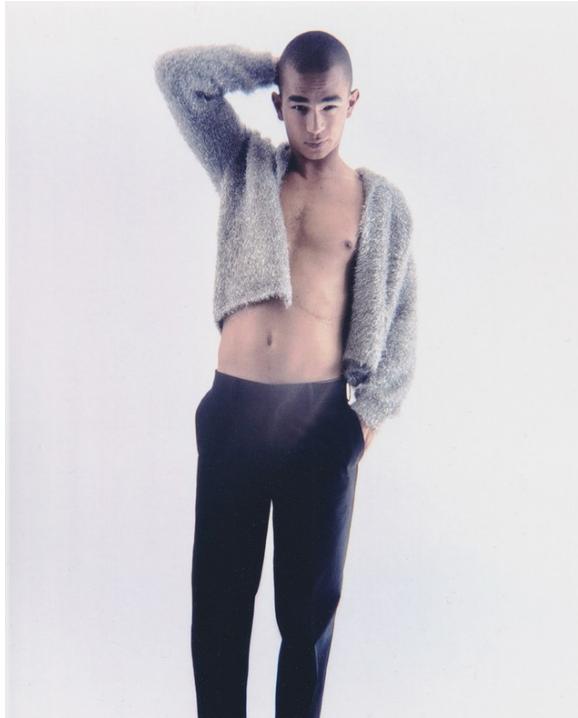
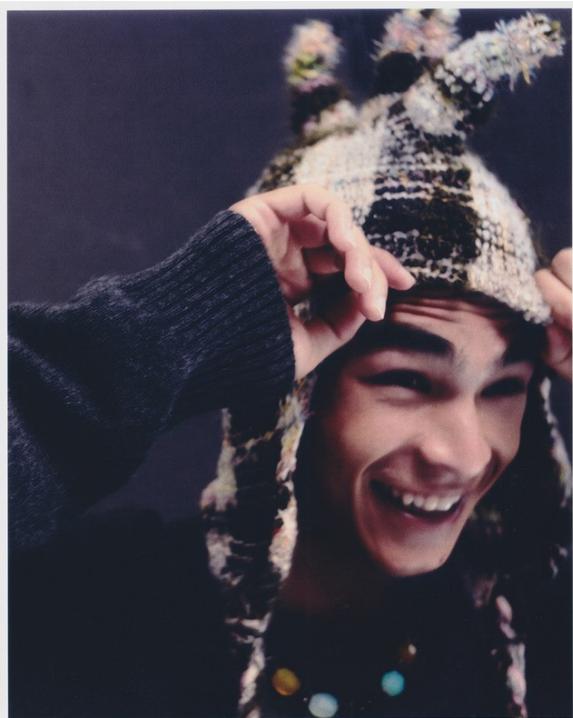
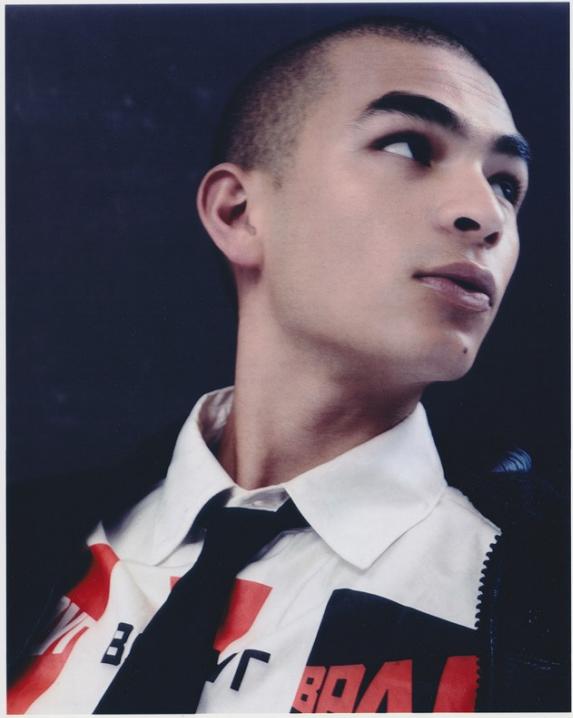
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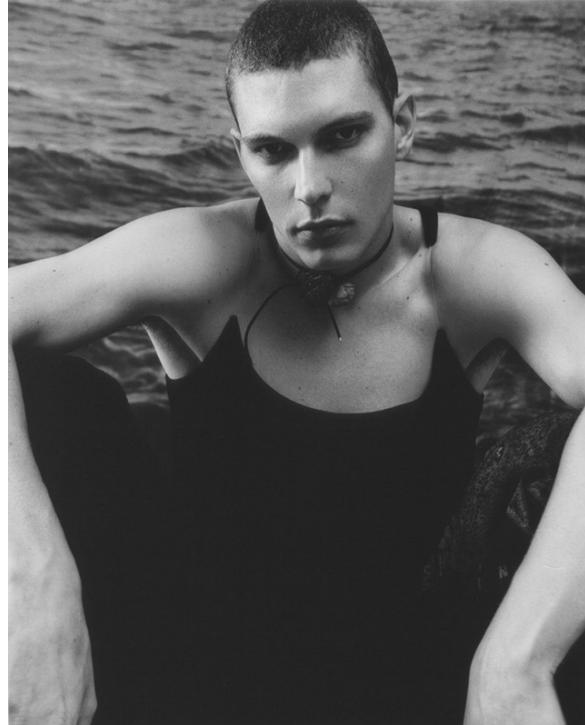
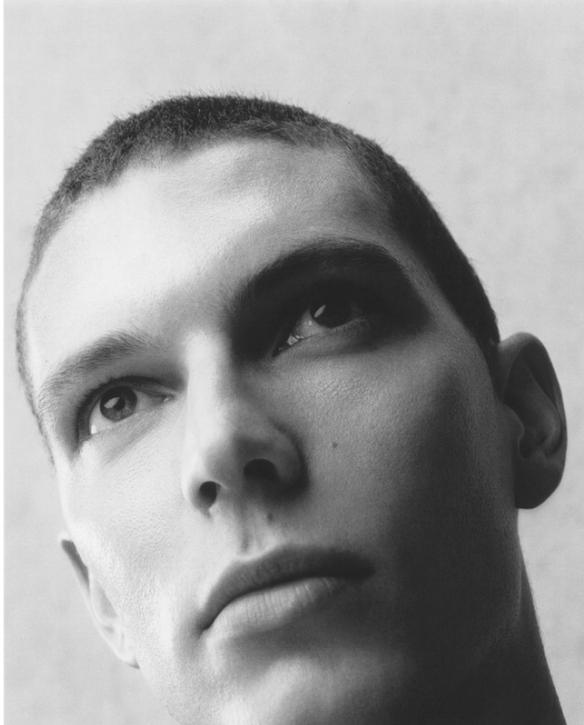
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WATCH CLOSELY

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

BY NICK BULLAHAN



PARMIGIANI FLEURIER IS, AT ANY RECKONING, a watchmaker's watchmaker. It's hardly new, but it's still quite young compared with the old guard, making the reverence with which its collectors regard it all the more striking. Set up in 1996, it's a boutique watch maker. Michel Parmigiani, its founder, is a watchmaking supremely refined; watches for well-heeled entrepreneurs, including Prince Jérôme of Monaco, are ever more rare. The brand's aesthetic is as a fan wills 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 2011, his successor, Italian born Guido Terreni, has taken a hard look at the future of the house. The CEO has cut down on the number of models in production, while sticking closer to the functionality and aesthetic established by the founder.

One of this year's most interesting innovations is the Tokyo Petite Bioceramic. In platinum. At first glance, it may appear to be a virtuoso exercise in restraint, but peer at it long enough and close enough and it's a fireworks display, from the fluted platinum bezel and the powdery, granular dial surface to the subto the very minimalist choices of the dial and the alligator strap. Even the sewing on the strap is unusual, recalling the spend-handstitching by Parmigiani's father, a tailor.

It's recognized by Parmigiani Fleurier in the details yet feels modern, as easy to wear with a t-shirt as with a suit—or a tuxedo robe. While the brand has been the beneficiary of many of the more ornate, the design is undeniably sure to influence watches at more accessible prices, too. It's only a matter of time. □

PHOTOGRAPH BY RYAN SLACK



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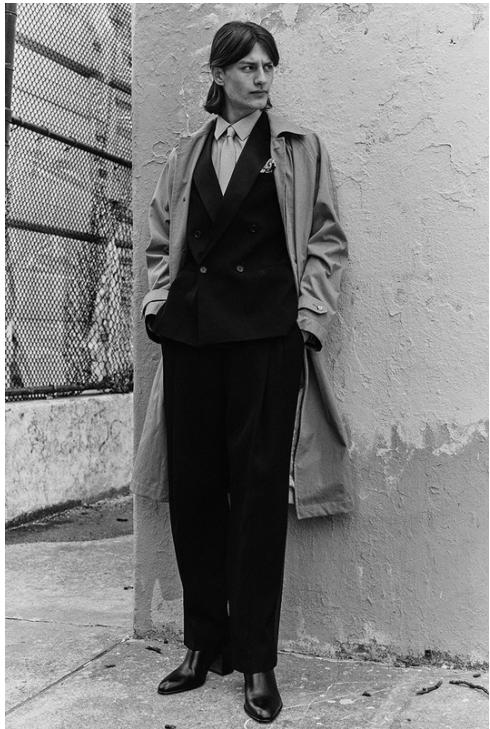
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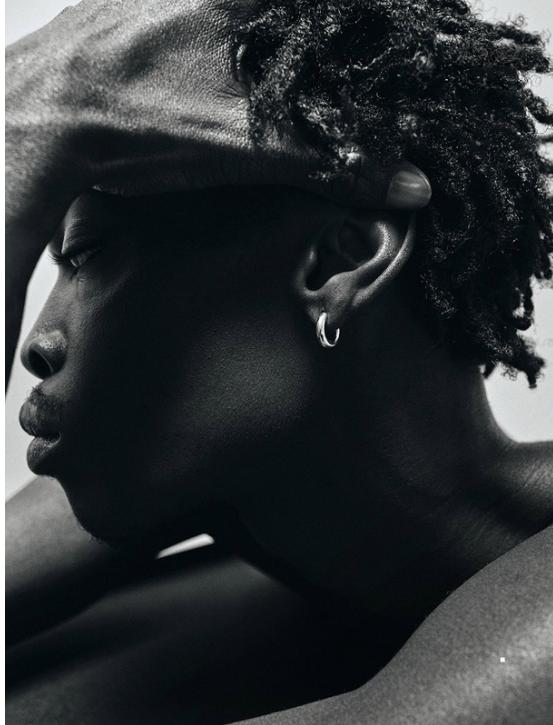
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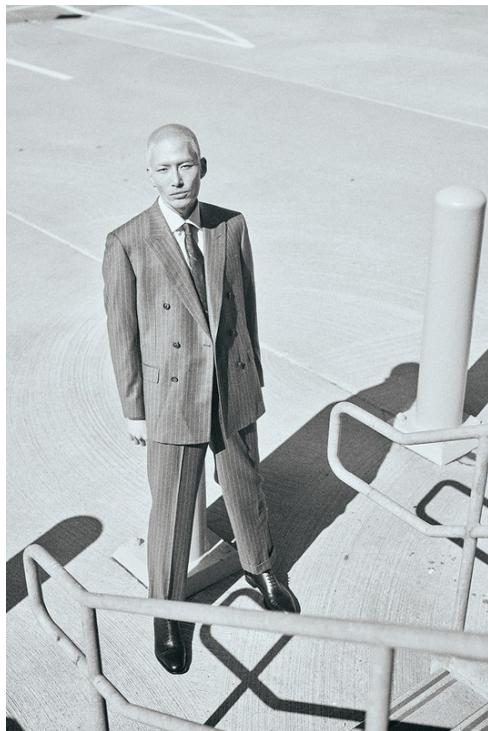
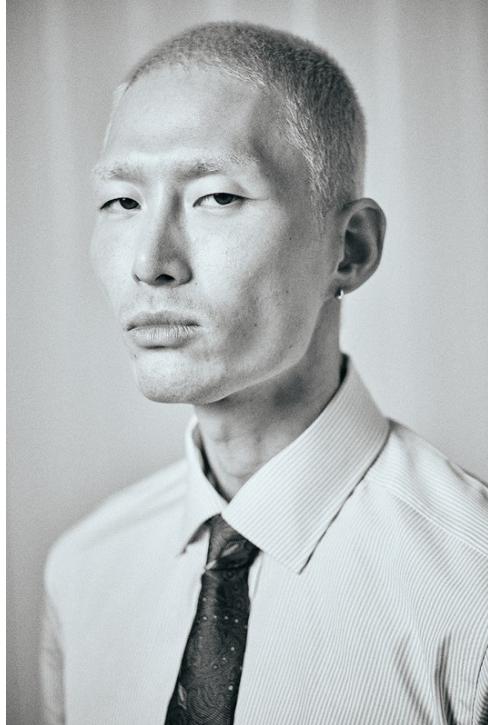
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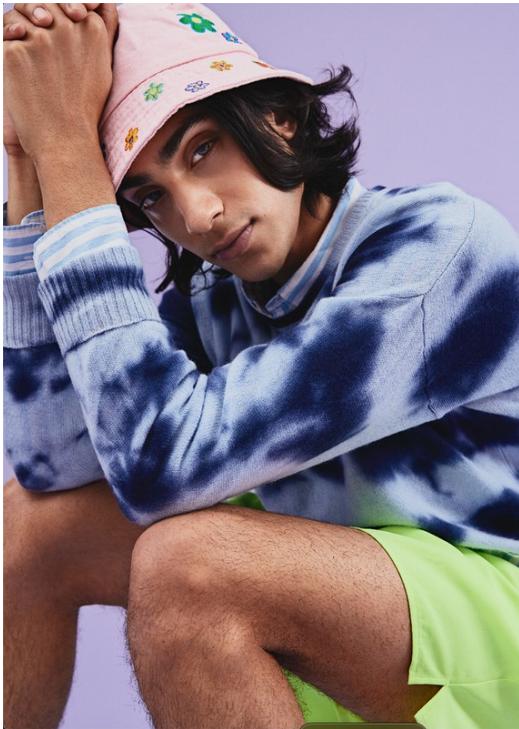
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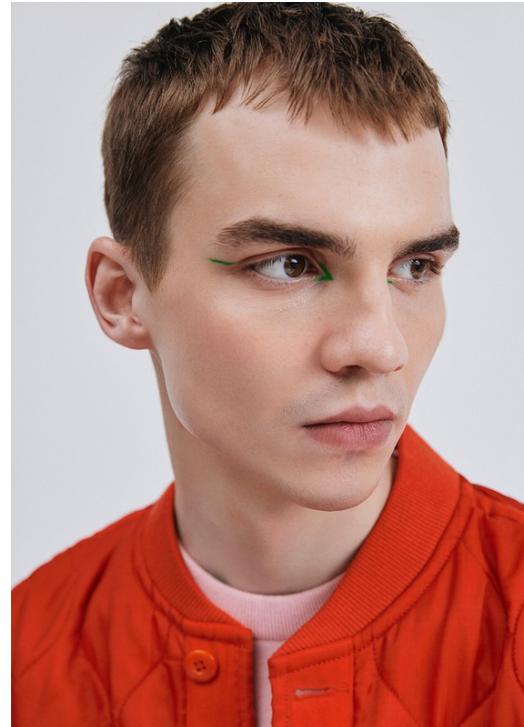
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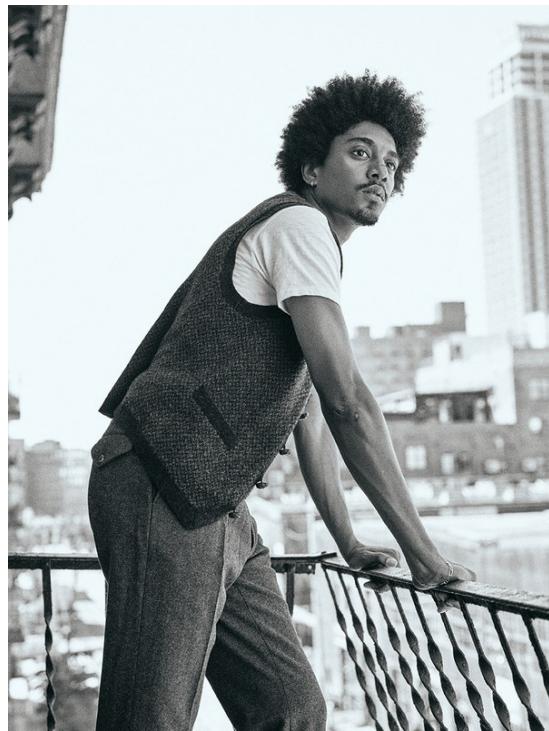
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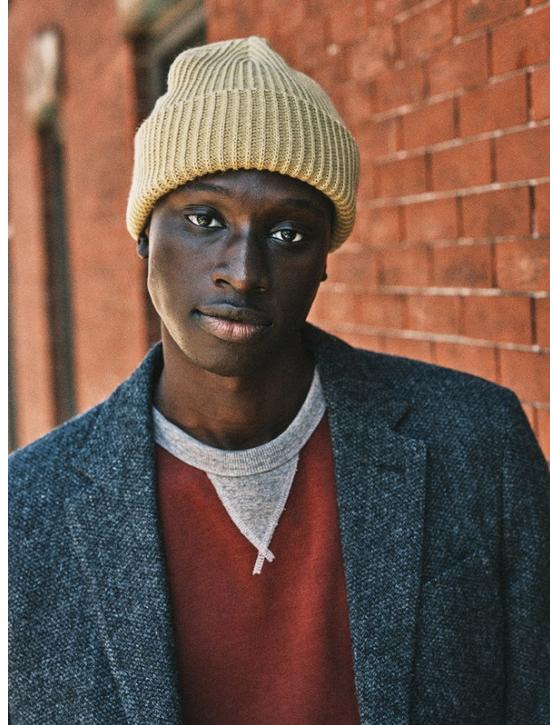
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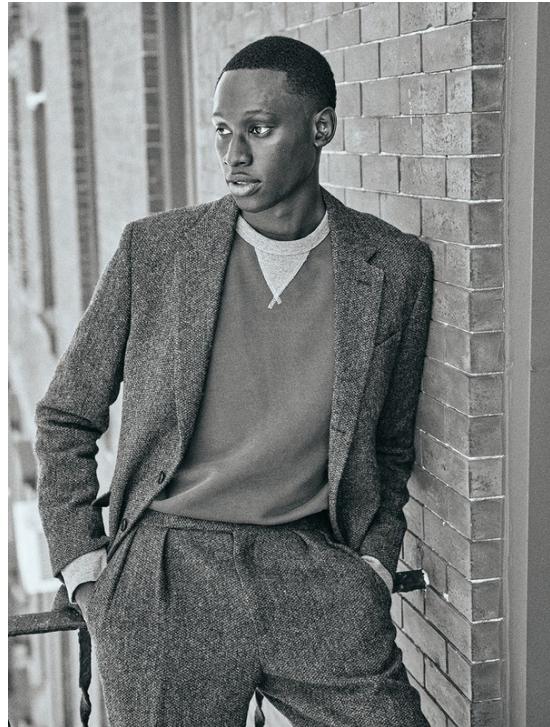
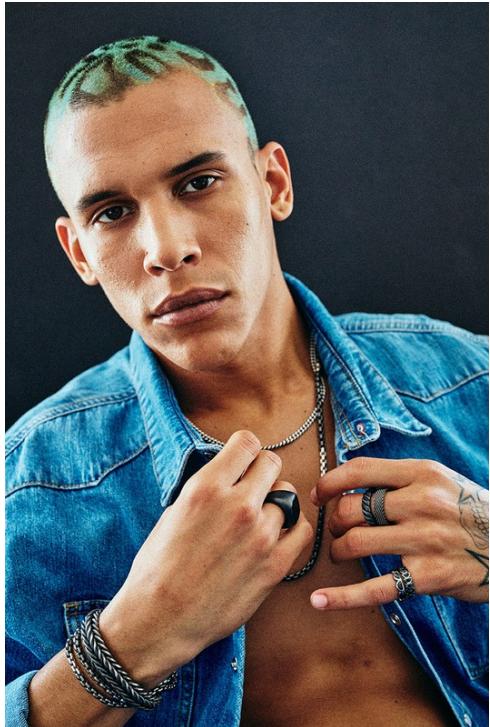
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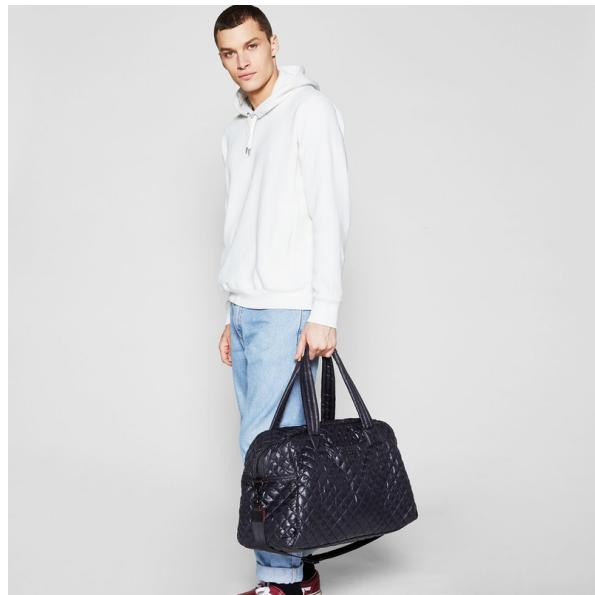
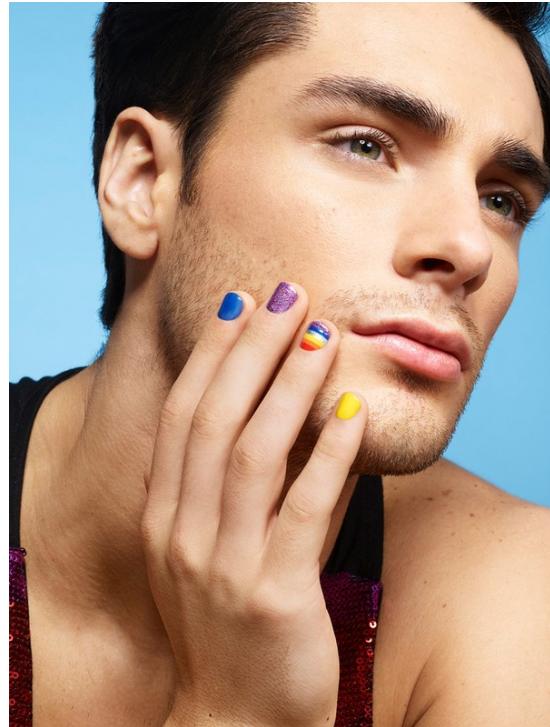
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Style | The Golf Life

The Shady Bunch
Serious sun care doesn't have to be boring. Try these bucket hats for starters

BY BRITTANY ROMANO

WHAT YOU NEED TO KNOW ABOUT SUNSCREEN

► Bucket hats offer more sun protection than other caps, as they shade your face and neck, and your eyes. But at certain angles, so you need effective sunscreen. Apply a shot-glass worth of mineral-based sunscreen—like Neutrogena Sheer Zinc Oxide Dry Sport Sunscreen, \$12.99, or Bare Republic's Mineral Neon Sunscreen Sticks (orange and blue on model, above). If you must use a spray, the Neutrogena Cool Dry Sport Fullreach sunscreen is easy to apply, oil-free and sweat-resistant.

PHOTOGRAPH BY GIOVANNI REDA

Photographs by Giovanni Reda

Style | The Golf Life

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47 AUGUST 2016

Golf Digest
THINK YOUNG | PLAY HARD

US OPEN SHINNECOCK PREVIEW

OWN YOUR SHORT GAME
BY MICHAEL BREED

STRAIGHT-DISTANCE BY JORDAN SPIETH

HOW TO MAKE THE ONES THAT MATTER

3 SHOTS TO SAVE YOUR SCORE

CURE YOUR SLICE WITH A DRAW DRIVER

JUNE 18

The Core | The Golf Life

It didn't happen quickly. Heck, it took decades to permeate. "It's been a long time coming," says Ben Sheat, who has been involved in golf since he was a kid. "It's come a big part of the conversation about what it takes to improve your game. It's about learning to swing better, faster, longer and, they hope, injury-free, have fun, and have a better chance of achieving their goals." That's why we believe it's time to introduce a new section in *Golf Digest*: Fitness Professionals in America. This is the first of its kind by a publication that, for 50 years, has been run by fitness experts who nominated their peers based on their knowledge of the game, their ability to apply exercise physiology and biomechanics, and how they apply both in ways that make sense. "It's about choosing any professional simply by walking into the nearest business and asking, 'Does he work with you?'" says Ben Sheat, *Golf Digest's* Fitness Advisor, who adds that "a lot of people probably wouldn't do that with a doctor, financial planner, or even a lawyer. But when most day people go to their nearest gym and sign up for individual training, they don't even know if they haven't a clue of whether the person is qualified. That's how you end up getting hurt." ■ ■ ■

The 50 Best Golf-Fitness Professionals in America
(and a guide to finding the right trainer for you)

Photographed by Giovanni Reda

DECEMBER 2017/JANUARY 2018 | GOLFDIGEST.COM 3

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The Golf Life | The Core



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

I interested 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.

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

Specifically, trainers that are willing to "guarantee" the paces without first giving you a physical evaluation and interview, or those who set goals, preferences for workout intensity and your medical history. Also avoid trainers who do group-training—like CrossFit—with out knowing your capabilities. Working with you in a group where you're forced to "keep up" with stronger students.

"Group classes can be a great motivator for some," Shear says. "Just make sure you're training with people of similar abilities, and that the class is small enough that you still get some one-on-one attention."

Group classes play a big role in finding the right trainer, says Lindsay Becker of Buckeye Performance in Dublin, Ohio. "It's OK if they're out of your comfort zone a little," Becker says. "But when you're not looking to push yourself, and all they want to do is work you 'till exhaustion, it's not a good match. Right now, I'm looking for what your training preferences are."

Rose agrees. "They need to match your goals," he says. "The person should say is, 'What would your lifestyle? If all you can do is 15 minutes a day, I'll build you a program for that."

Speaking of commitment, avoid trainers who want to sign you up for a year or longer with an annual contract. Results should be evident fairly quickly, says Rose. "If you're not seeing it's going to take six months, you're with the wrong trainer."

Finally, it's absolute must that the trainer is willing to communicate with the golf instructor when you're on the course.

"It doesn't have to be ongoing, but it's helpful to know what you're working on," Shear says. "Many times, you'll have a result of physical issues that can be corrected in the gym. The trainer and pro can help each other out." ▶ —RON KAPPENBERG

"First thing they should say is, 'What would fit your lifestyle?'"



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1 today's golfwear offers a variety of innovative materials that are designed to wick away sweat when you play and keep you warm when it's cool (and vice versa). In fact, apparel on this page is designed with so much style and technology that some might even call it minuscule. **2** **3** **4** **5** **6** **7** **8** **9** **10** **11** **12** **13** **14** **15** **16** **17** **18** **19** **20** **21** **22** **23** **24** **25** **26** **27** **28** **29** **30** **31** **32** **33** **34** **35** **36** **37** **38** **39** **40** **41** **42** **43** **44** **45** **46** **47** **48** **49** **50** **51** **52** **53** **54** **55** **56** **57** **58** **59** **60** **61** **62** **63** **64** **65** **66** **67** **68** **69** **70** **71** **72** **73** **74** **75** **76** **77** **78** **79** **80** **81** **82** **83** **84** **85** **86** **87** **88** **89** **90** **91** **92** **93** **94** **95** **96** **97** **98** **99** **100** **101** **102** **103** **104** **105** **106** **107** **108** **109** **110** **111** **112** **113** **114** **115** **116** **117** **118** **119** **120** **121** **122** **123** **124** 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Art Department



Roberto Alvarado Jr

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APPROACH SHOTS

When it comes to hitting greens down the stretch, nothing is more important than distance control. Think about it. Even a shot that's 20 yards off line might be a long green if you hit it pin high. That's why you should really focus on solid contact when hitting your irons in this area.

I've got a simple tip that will cure a common negative tendency with your irons. When you get into your address position, focus on the front of the golf ball—the slice closest to your hands. When you swing, stay focused on hitting that part of the ball. This will help you make release of the club, so you make ball-first contact with a deflected clubface. That gets the iron to continue its path forward and even after the ball is struck. You'll compress it.

A new sign you're hitting your iron shots correctly is the look and feel of the clubshaft at impact. It should be leaning toward the target (as in demonstrating right). Note how my left eye really looks like it's focused on the front edge of the golf ball. That also will help get your mind off the weight of the moment.

ADAM KOLLOFFY, a Golf Digest Best Young Teacher, works at Liberty National Golf Club in Jersey City, N.J., site of this year's Presidents Cup.

THE DEATH MOVE WHEN YOU REALLY NEED A GOOD IRON SHOT IS TO TRY AND SICKO THE BALL OFF THE GROUND. AVOID THAT BY KEEPING THE SHIFT LEANING FORWARD.

ROOT DOWN

DON'T EVEN THINK FOR A SECOND TO GET IT CLOSE. GET IN THE MIND-SET OF 'I'M MAKING THIS ONE.' —THE BOYS

CHECK YOUR HEAD

PUTTING

The three of us put our minds together to really determine the most important aspect of沉着地 a decent putt. A soft grip is a smooth glide back and through the matter. But what we kept coming back to as the key to a good putt is a steady head. Any excessive head movement can cause you to roll the ball on a different line than you intended, or alter the face so it's no longer square to that line. We know you're anxious to see where the ball's going, and believe it's hard to do that without the movement of the putter or ball with your eyes, but to make sure you give your eyes the best chance of making one, you've got to check your head. Keep it as still as possible. Just remember not to tense up simply because you've got this feeling of being in lockstep with your thoughts. In fact, when you stand over the putt, don't make a stroke until you feel your shoulders and jaw become lax. When the ball is over, let it roll and don't look up for at least a full second. You don't need to see it go in. It's way more ill to hear the ball rattle around as you stare at your opponent.

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