

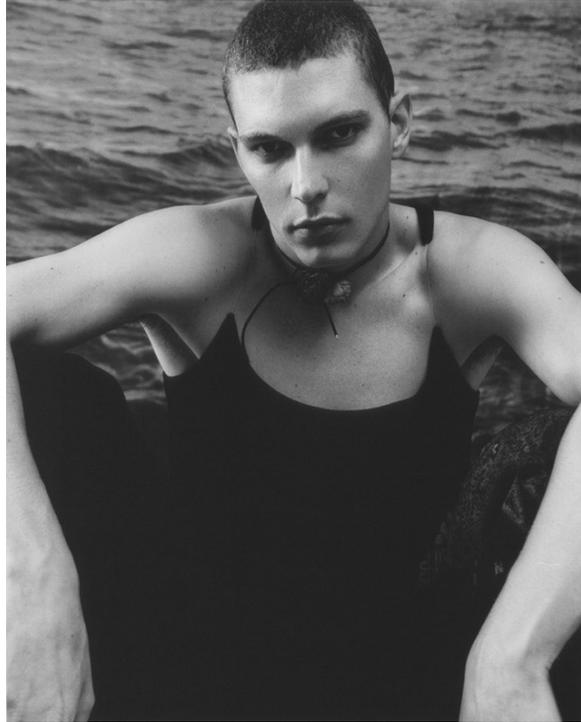
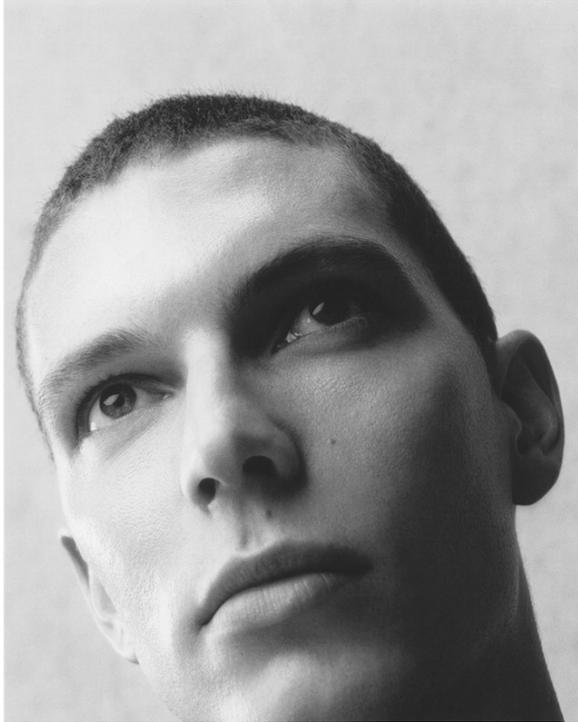
Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department

blueprint

dialod _ in

WATCH CLOSELY

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

BY MICK BULLMAN



TORCHRETE
SECURE WATCH
DESIGNED BY
PARMIGIANI
FLUORINE STRAP
WITH CARBON
A KIND OF GORE
PATTERNED SHIRT
DESIGNED BY
PARMIGIANI

PARMIGIANI FLEURIER IS, BY ANY RECKONING, a watchmaker's watchmaker. It's hardly new hat to the young compared with the old guard, making the reverence with which devotees 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 hand as a fan in 30 years is a lot about where Parmigiani comes from—but not necessarily where it's going. Since Michel Parmigiani's biggest backer from the

day-to-day running of the business in 2011, 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 Torchio Secondo 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 limited platinum bezel and the powdery, granular dial surface to the subtle but very traditional colors of the dial and the alligator strap. Even the sawtooth case 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 sweatshirt as with a suit- or occasion robe. While the brand's offerings are beyond the reach of many of us mere mortals, the designs continue to influence watches at more accessible prices, too. It's only a matter of time. □

STYLING: MICHELLE PERINI; HAIR: JEFFREY MATHIAS; MAKEUP: JESSICA PERINI

PHOTOGRAPH BY RYAN SLACK



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

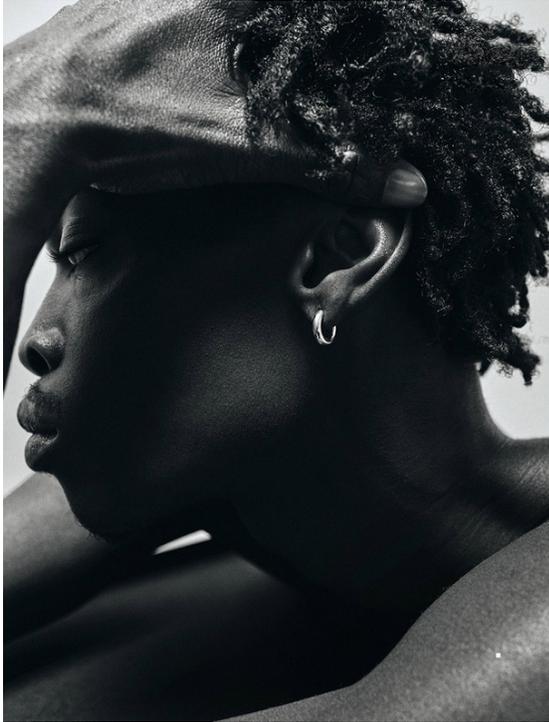
Art Department



Roberto Alvarado Jr

www.art-dept.com

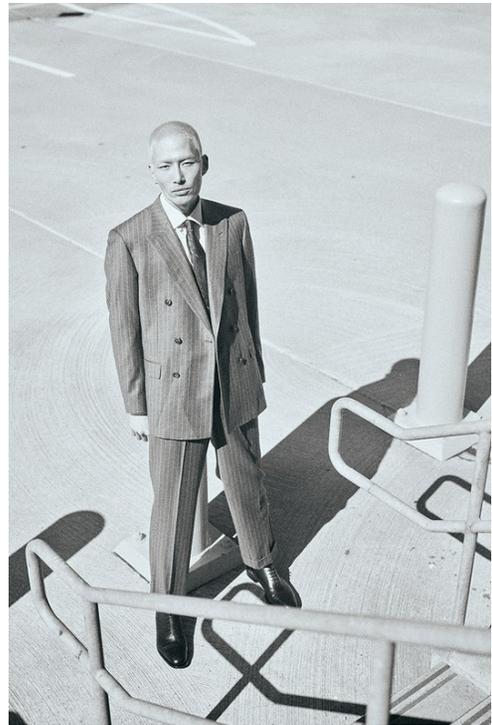
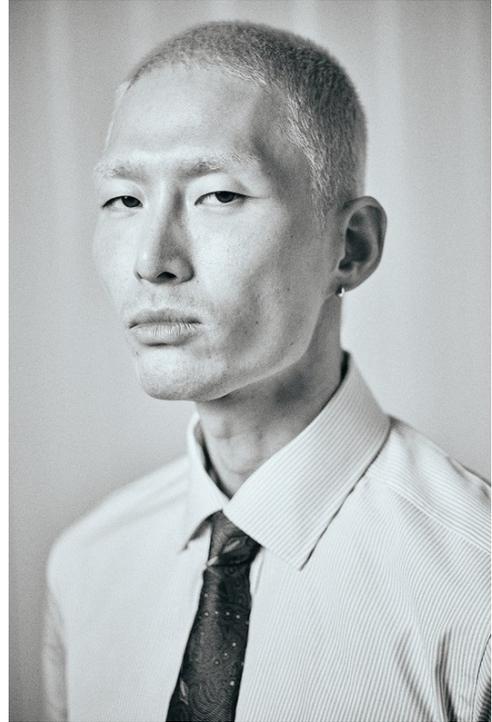
Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

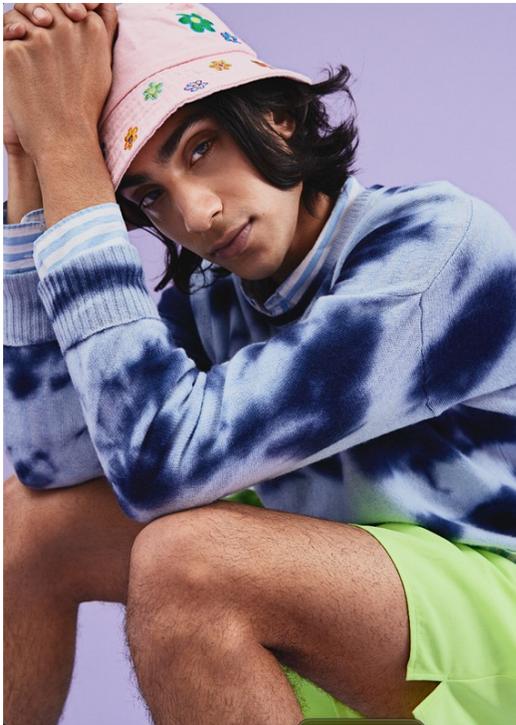
Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

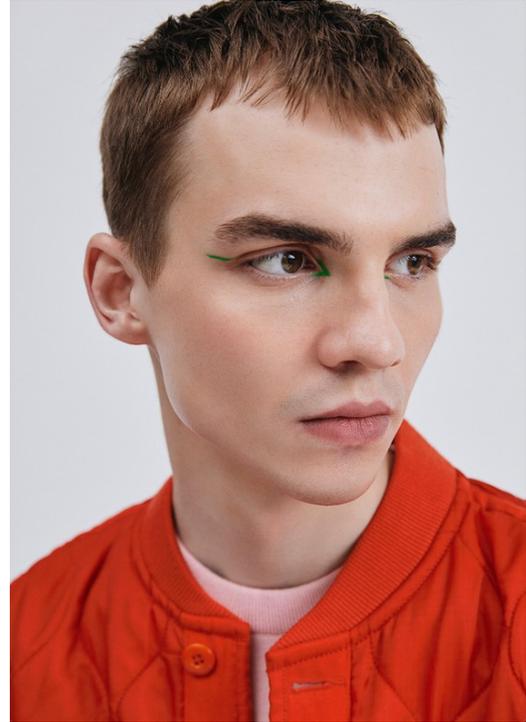
Art Department



Roberto Alvarado Jr

www.art-dept.com

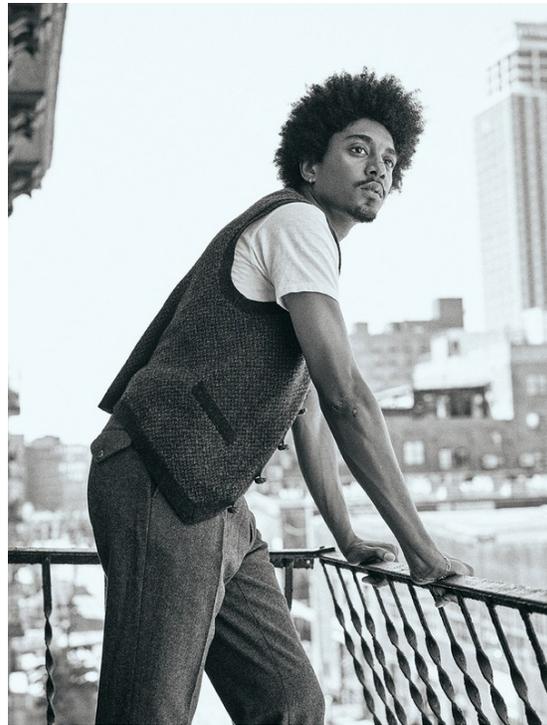
Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

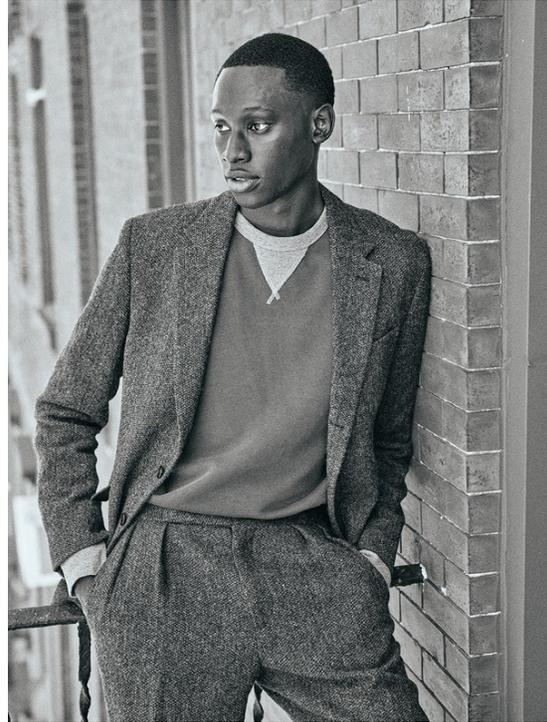
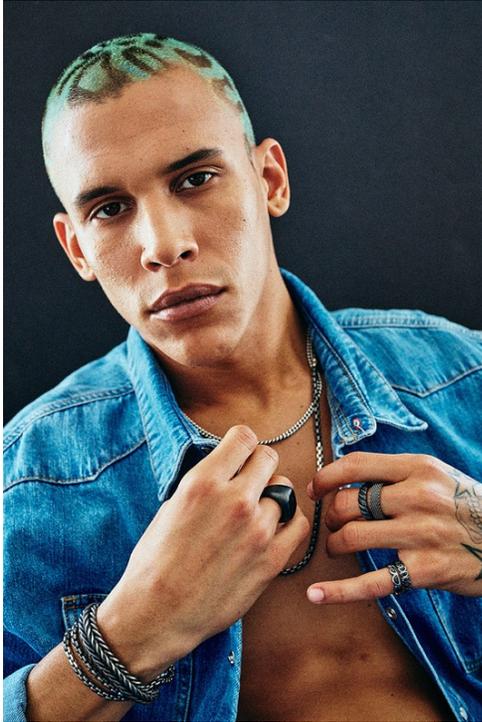
Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

www.art-dept.com

Art Department

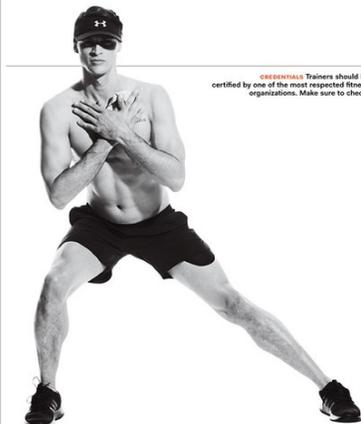


Roberto Alvarado Jr

www.art-dept.com

Art Department

The Golf Life | The Core



HIRING THE RIGHT TRAINER

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.

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."

Personally 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 ongoing, but it's helpful to know what you're working on," Shear says. "Many swing fixes are a result of physical issues that can be corrected in the gym. The trainer and pro can help each other out." —RON KASPRISKE



KATHERINE ROBERTS
Tucson North G.C., Scottsdale
kroberts@kroberts.com
\$120 / hr \$150

FRANCOIS TAYLOR
Adventure Training, Scottsdale
francois@adventuretraining.com
\$120 / hr \$150

TRAY VAN BIEN
ClubSport Specialists of Dallas
tray@clubsportspecialists.com
\$150 / hr \$90

MIKE WEST
JANET ALEXANDER
Pacific Fitness & Health Inc.,
Emeryville, Calif.
janet@pacificfitnessandhealth.com
\$100 / hr \$150 (weekend: \$100)

PAUL HENLEY
Epicurean Method HQ, Del Mar, Calif.
henley@epicureanmethod.com
\$90 / hr \$100-\$150

MIKE DEWART
Milo-Limitless Fitness, Del Mar, Calif.
mikedewart@milolimitless.com
\$100 / hr \$150

BRAN CHANDLER
Elite Sports Performance
Los Vegas, Nevada
bran@elitesportperformance.com
\$100 / hr \$150

SEAN COCHRAN
Sean Cochran Sports Performance,
San Diego, sansean@scsp.com
\$175-\$190 / hr \$175

RAJAN MANDYEM
Kailasa Kona, Hawaii
raj@kailasafitness.com
\$100 / hr \$150

ANDREA RODRIGUEZ
Riverside Country Club, Los Angeles
andrea@riversidecc.com
\$100 / hr \$150

TYLOR FERRALL
La Bicyclette C.C., Los Gatos, Calif.
tylor@tylorfitness.com
\$100 / hr \$150

LANCE GILL
Titleist Performance Institute,
Oceanside, Calif. titleistperformance.com
\$1,200 / hr \$100-\$250

CHRIS BIRN
Titleist Performance Institute,
Oceanside, Calif. titleistperformance.com
\$1,200 / hr \$100

KEVIN KEMPER
Manual Orthopedic & Sports
Therapy, Whitefish, Mont. manualortho.com
\$120 / hr \$125

BOB TRINELLA
Central Golf Fitness Club, Denver
bob@centralgolf.com
\$120 / hr \$150

SOUTHWEST
JEFFREY SANDERSON
Back97 Fitness Performance Center,
Arlington, Texas, back97fitness.com
\$100 / hr \$150

DAMON DODDARD
Amp'd Performance, Dallas
doddard@ampedperformance.com
\$100 / hr \$150

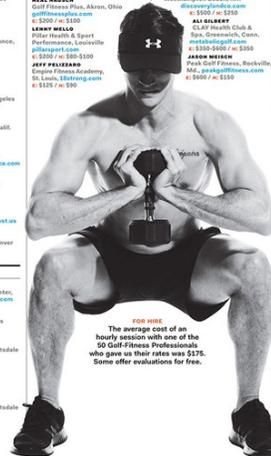
ANDREW HANSON
Premier Fitness Systems, Scottsdale
andrew@premierfitness.com
\$100 / hr \$80-\$100

ELVY HERRERA
Golf Fitness Systems, Tulsa
elvyy@fitnesssystems.com
\$110 / hr \$80-\$90

BOB SANDERSON
Premier Fitness Systems, Scottsdale
bob@premierfitness.com
\$110 / hr \$100

PAUL HENLEY
Epicurean Method, Houston
henley@epicureanmethod.com
\$100 / hr \$110

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



TOP NOTE The average cost of an hourly session with one of the 50 Golf-Fitness Professionals who gave us their rates was \$175. Some offer evaluations for free.

GOV POKAR
P.J.R.B. Golf, Northfield, Ill.
gov@pokar.com
\$180 / hr \$150

JANICE WONG
Elite Golf & Fitness, Overland Park,
Kan. elitegolfandfitness.com
\$120 / hr \$100-\$150

WESTWIND
RYAN ANDERSON
Ben Shear Golf, Scotch Plains, N.J.
ryan@ben-shear.com
\$150 / hr \$100-\$190

MIKE BOYLE
Mike Boyle Strength & Conditioning,
Houston, Texas, mikeboylegolf.com
\$190 / hr \$90

ROBERT DYVAL
Discovery Land Company,
Westhampton Beach, N.Y.
rdyval@discovery.com
\$150 / hr \$150

ALY SILBERT
C.C. of South Club &
Spa, Cary, N.C.
aly@alyfitness.com
\$100 / hr \$100

JAMES WELSH
Frank Golf Fitness, Rockville,
Md. frankgolf.com
\$115 / hr \$90

DAVID BOWATER
Florida Golf Performance Center,
Punta Beach Gardens, Fla.
david@floridagolf.com
\$100 / hr \$100

JEFF FROMK
J.F. Fitness, Ocala, Fla.
jeff@jffitness.com
\$100 / hr \$100

IAN WELLMAN
Intuitive Fitness Health,
Fort Lauderdale, Fla.
ian@intuitivefitness.com
\$100 / hr \$100

DAVE NEWMAN
Elite Sports Performance,
Winter Garden, Fla.
dave@eliteperformance.com
\$110 / hr \$100

ANDREW KEMPER
Elite Sports Medicine,
Houston, Texas
andrew@eliteperformance.com
\$120 / hr \$100

BOB SANDERSON
Back97 Fitness Performance Center,
Arlington, Texas, back97fitness.com
\$100 / hr \$150

HANDY MYERS
Handy Golf Performance Center,
St. Simons Island, Ga.
handy@handygolf.com
\$100 / hr \$100

KAREN PALACIO-JAMEN
Young Men's Christian League of
C.C., youngmens.org
\$100 / hr \$100

SCOTT SHEPARD
Elite Sports Performance
Training, Lake Mary, Fla.
scott@eliteperformance.com
\$100 / hr \$100

KOLBY TULLER
Young Men's Christian League of
C.C., youngmens.org
\$100 / hr \$100

MIKE VORST
Performance One Golf,
Franklin, Tenn.
mike@performanceonegolf.com
\$180 / hr \$150

RON BALABINO
Drive 495, New York City,
drive495.com
\$100 / hr \$1,000

KEVIN SHEAR
Ben Shear Golf, Scotch Plains, N.J.
kevin@ben-shear.com
\$190-\$260 / hr \$190

SOUTHWEST
RYAN ANDERSON
Ben Shear Golf, Scotch Plains, N.J.
ryan@ben-shear.com
\$150 / hr \$100-\$190

MIKE BOYLE
Mike Boyle Strength & Conditioning,
Houston, Texas, mikeboylegolf.com
\$190 / hr \$90

ROBERT DYVAL
Discovery Land Company,
Westhampton Beach, N.Y.
rdyval@discovery.com
\$150 / hr \$150

ALY SILBERT
C.C. of South Club &
Spa, Cary, N.C.
aly@alyfitness.com
\$100 / hr \$100

JAMES WELSH
Frank Golf Fitness, Rockville,
Md. frankgolf.com
\$115 / hr \$90

DAVID BOWATER
Florida Golf Performance Center,
Punta Beach Gardens, Fla.
david@floridagolf.com
\$100 / hr \$100

JEFF FROMK
J.F. Fitness, Ocala, Fla.
jeff@jffitness.com
\$100 / hr \$100

IAN WELLMAN
Intuitive Fitness Health,
Fort Lauderdale, Fla.
ian@intuitivefitness.com
\$100 / hr \$100

DAVE NEWMAN
Elite Sports Performance,
Winter Garden, Fla.
dave@eliteperformance.com
\$110 / hr \$100

ANDREW KEMPER
Elite Sports Medicine,
Houston, Texas
andrew@eliteperformance.com
\$120 / hr \$100

BOB SANDERSON
Back97 Fitness Performance Center,
Arlington, Texas, back97fitness.com
\$100 / hr \$150

HANDY MYERS
Handy Golf Performance Center,
St. Simons Island, Ga.
handy@handygolf.com
\$100 / hr \$100

KAREN PALACIO-JAMEN
Young Men's Christian League of
C.C., youngmens.org
\$100 / hr \$100

SCOTT SHEPARD
Elite Sports Performance
Training, Lake Mary, Fla.
scott@eliteperformance.com
\$100 / hr \$100

KOLBY TULLER
Young Men's Christian League of
C.C., youngmens.org
\$100 / hr \$100

MIKE VORST
Performance One Golf,
Franklin, Tenn.
mike@performanceonegolf.com
\$180 / hr \$150



Roberto Alvarado Jr

www.art-dept.com

Art Department



Roberto Alvarado Jr

Art Department

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 **ARIAS KLIMAREAT** The distasteful-free seams are curved, offering your eyes unimpeded sun protection.

2 **NIKE AEROWEAVE POLO, \$90** This short-sleeve is designed to open and close as your body temperature changes.

3 **ARIAS ULTIMATE 365 CLIMAWARM PANTS, \$95** Breathable, woven fabric will keep you warm and dry, but it's also highly stretchy, allowing for full range of motion.

4 **NIKE AEROWEAVE HYBRID JACKET, \$100** This nylon wind-it-hoodie is pliable and well-insulated, with an interior harness for extra warmth.

5 **NIKE AEROWEAVE PUMA GOLF 90-WOOL PANTS, \$90** 70-ounce moisture- and the ultra-strategy fabric helps you stay cool and dry.

6 **FOOTJOY D.M.A. HELIX SHOE, \$105** Form-fitting molds to your ankle for extra stability, and the tongue shapes to your foot for breathable comfort.

7 **NIKE AEROWEAVE CLASSIC 99 SHIRT, \$65** This high-performance polyester fabric stretches for a comfortable fit.

8 **LIKESOUL HEATHER LONG-SLEEVE FULL-BUTTON SHIRT, \$65** With just a hint of stretch, it offers as much stretch as the toughest golf shirt and looks casual and refined.

9 **NIKE AEROWEAVE PANTS, \$95** Come for the water- and dirt-repelling fabric, stay for the anti-odor scorecard pocket.

10 **NIKE AEROWEAVE PRIMALOFT VEST, \$100** It's packed with insulation to keep you warm, but its breathable fabric lets moisture escape.

11 **NIKE AEROWEAVE PANTS, \$95** This short-sleeve is designed to open and close as your body temperature changes.

12 **ARIAS ULTIMATE 365 CLIMAWARM PANTS, \$95** Breathable, woven fabric will keep you warm and dry, but it's also highly stretchy, allowing for full range of motion.

50 GOLFDIGEST.COM | OCTOBER 2017

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.

SEPTEMBER 2017 | GOLFDIGEST.COM 79

Roberto Alvarado Jr

www.art-dept.com

Art Department

skills TO PAY THE BILLS

IT'S OK TO BE NERVOUS UNDER PRESSURE. IN FACT, LEARN TO ACKNOWLEDGE AND ACCEPT THOSE ANXIOUS FEELINGS, AND YOU'LL LEARN HOW TO PLAY UNDER PRESSURE. — ADAM KOLLOFF

'DON'T GET CAUGHT UP IN HOW IMPORTANT THE SHOT IS TO YOUR ROUND. INSTEAD, FOCUS ON THE PROCESS YOU'D USE TO HIT THIS SHOT IF IT WERE JUST ONE IN A BUCKET OF BALLS. — MARIO QUEVEDA

WHEN IT MATTERS MOST, RELY ON THE BEST PARTS OF YOUR GAME. DON'T TRY TO HIT A DRAW IF YOU FACE IT NORMALLY. PLAY THE SHOT YOU HAVE THE MOST TRUST IN. — SCOTT CHISHOLM

SLOW-N-LOW

TAKE IT BACK SLOW, FINISH THE BACKSWING. THEN WHEN YOU SWING DOWN, KEEP THE CLUBHEAD MOVING LOW, EVEN AFTER THE BALL IS STRUCK.

TEE SHOTS

You're facing the most important drive of the round—or maybe your life—and you gotta find the fairway. What do you do? Here's what you don't do: Don't make a short, wristy swing and try to sheer it in play. I've seen a lot of golfers suddenly change their driver swing when the pressure's on. That's a recipe for a big miss. This situation calls for commitment, meaning keeping your driver accelerating on a good swing path low through the impact zone. The type of swing you would make if you were hitting a ball into the middle of a driving range.

Here's a drill to help get it done when it matters most. Place your ball on a tee and then stick four or five other tees in the turf on an arcing path on the target side of your ball. The first one should be on your target line and the others about a half-inch apart, arcing just inside of it. Now hit shots with the goal of striking the ball and then clipping as many of those other tees out of the ground as possible (obviously) but only does this keep your club moving low, so you hit the ball in the center of the face, it gets you to accelerate the club through impact on the correct inside-to-inside path in relation to the target line. Best part? You can use the image of clipping the tees when you play, and that will help take your mind off worrying about the outcome. Just stick with the process.

MARIO QUEVEDA, a Golf Digest Best Young Teacher, works at Quaker Ridge Golf Club in Scarsdale, N.Y.

80 GOLFDIGEST.COM | SEPTEMBER 2017

BODY MOVEMENT

WHEN YOU HIT A GOOD PITCH OR CHIP SHOT, YOU WILL FEEL LIKE YOU GAVE IT A GOOD BODY BLOW

SHORT GAME

Even short-game players are the envy of us all. One of the most obvious things you'll notice when they hit these shots is they swing with no fear of making one 30 yards over the green. They keep the clubhead moving long after the ball has spun off the face by using good body rotation—way more than the average golfer dares to turn, especially when it's a big shot.

The key to hitting a good pitch or chip is to minimize the role of the hands. Instead, use a more reliable method of turning your body toward the target to propel the club along the ground before and after impact. In other words, keep your chest turning through. I like the visual of pretending there is a long club with its grip attached to your chest. Your mission is to hit the shot by turning your body, if you don't turn your chest, the club doesn't move. If you do turn, the butt end of the club should be pointing at your stomach at the finish like I'm demonstrating here (left).

Another thing that will help you hit short-game shots is how you set your hands. At address, lean the shaft slightly away from the target, so your left wrist feels slightly cupped and your right wrist flat. Maintain those wrist positions as you turn your chest toward the target, and you'll pull off the shot every time.

SCOTT CHISHOLM, a Golf Digest Best Young Teacher, works at Ballantree Golf Club in Springfield, N.J.

81 GOLFDIGEST.COM

Roberto Alvarado Jr

Art Department

ROOT DOWN

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 still be on the green if you hit it pin high. That's why you should really focus on solid contact when hitting your irons in the clutch.

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 silver closest to your target. Then, when you swing, stay focused on hitting that part of the ball. This will help delay the release of the club, so you make ball-first contact with a de lofted clubface. That puts the iron to continuous moving downward even after the ball is struck. You'll compress it.

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

ADAM KILROY, 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 SEND THE BALL OFF THE GROUND. AVOID THAT BY KEEPING THE SHAFT LEANING FORWARD.

84 GOLFDIGEST.COM | SEPTEMBER 2017

CHECK YOUR HEAD

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



PUTTING

The three of us put our minds together to really determine the most important aspect of sinking a clutch putt. A soft grip and a smooth stroke back and through matter. But what we kept coming back to as the key to holding a crucial putt is a steady head. Any excessive head movement can cause you to roll the ball on a different line than you intended, or after the face so it's no longer square to that line. We know you're anxious to see where the ball's going, and we know it's hard not to track the movement of the putter or ball with your eyes. But to make sure you give yourself the very 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 lockdown with your naggin'. In fact, when you stand over the putt, don't make a stroke until you feel your shoulders and jaw bone relax. When the tension is gone, hit the putt and don't look up for at least a full second. You don't need to see it go in. It's way more fun to hear the ball rattle around as you stare at your opponent.

SEPTEMBER 2017 | GOLFDIGEST.COM 85



Roberto Alvarado Jr

Art Department



Roberto Alvarado Jr

www.art-dept.com