

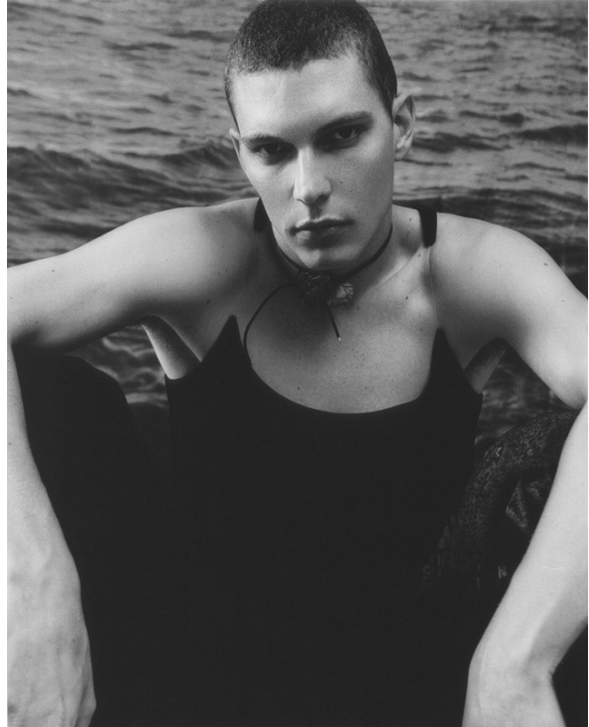
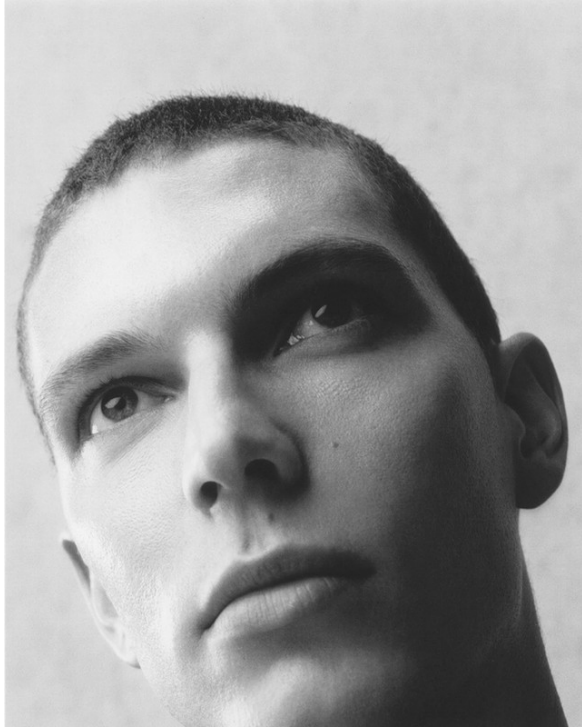
# Art Department



Roberto Alvarado Jr

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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  
FIBER  
A KIND OF GORE  
PATENTED BY  
ARMANDO TESTA  
EST. 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 stepped back 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 Secolare 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 finest

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 robes. While the brand's offerings are beyond the reach of many of mere mortals, the designs continue to influence watches at more accessible prices, too. It's only a matter of time. □

PHOTOGRAPHY: RYAN ELACK

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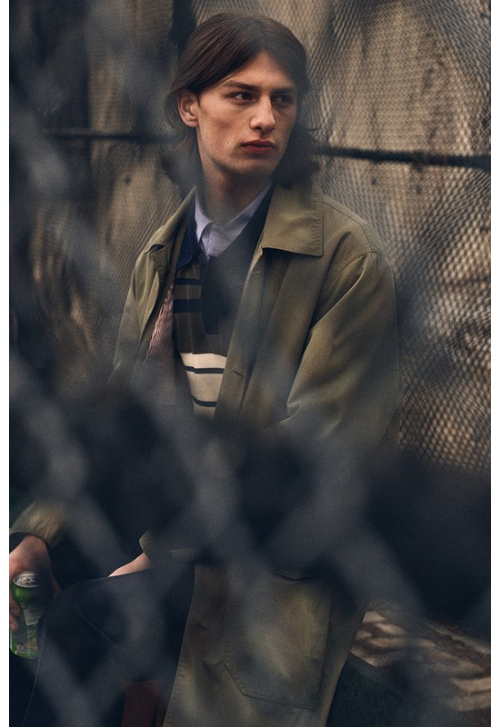


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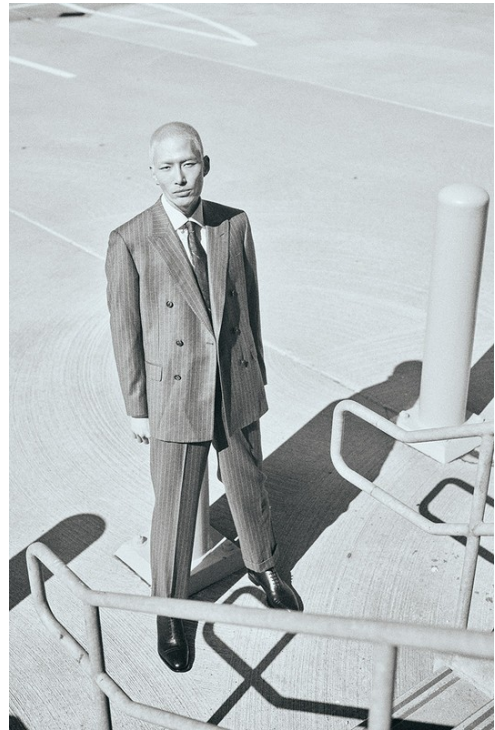
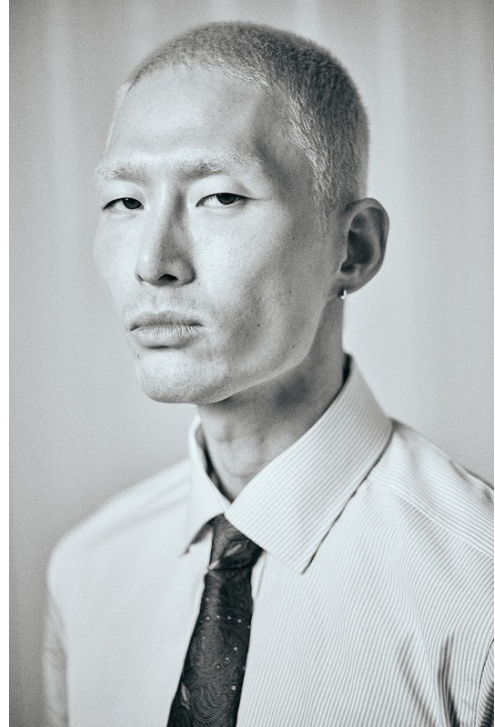
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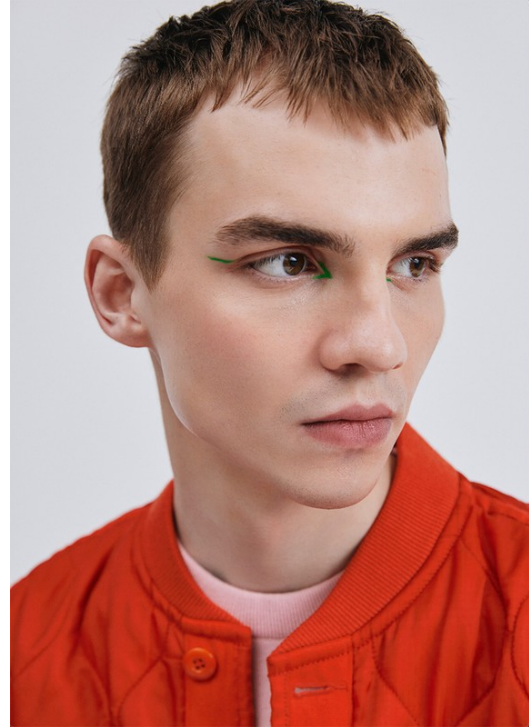


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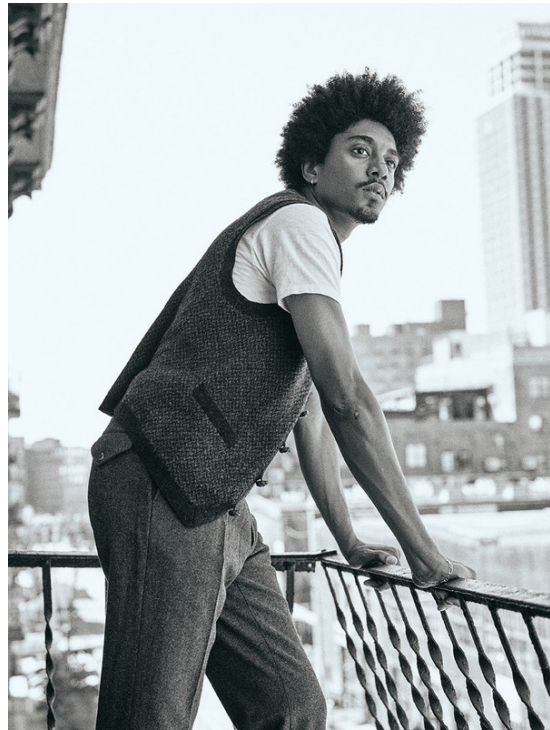
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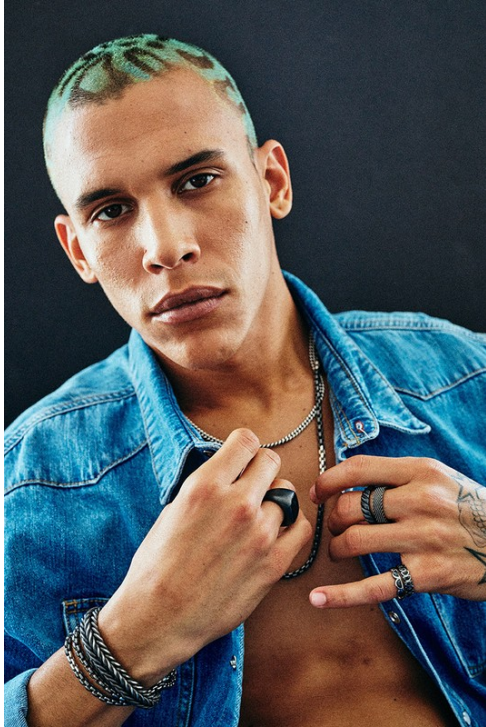
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Style | The Golf Life

## 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, shading the face, ears and neck. But UV rays reflect at all angles, so you need effective sunscreen. Apply a shot glass worth of mineral-based sunscreen—like Neutrogena Sheer Zinc Dry-Touch Sunscreen (SPF 50—every two hours. For a little color, try Bare Republic's Mineral Neen Sunscreen Stick (orange and blue on model, above). If you must use a spray, the Neutrogena Cool Dry Sport Full-coverage sunscreen is easy to apply, oil-free and sweat-resistant.

BUCKET HAT: GILKISSER FROM THE LEFT: LARSON; HAT: GILKISSER; HAT: GILKISSER; HAT: GILKISSER; HAT: GILKISSER; HAT: GILKISSER; HAT: GILKISSER

PHOTOGRAPHS BY GIOVANNI REDA

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# Golf Digest

THINK YOUNG | PLAY HARD

## 'OWN YOUR SHORT GAME'

BY MICHAEL BREED

US OPEN SHINNECOCK PREVIEW

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

I didn't happen quickly. Heck, it took decades to permeate. But fitness has become a big part of the conversation about what it takes to improve as a golfer. Players looking to swing better, faster, longer and, they hope, injury-free, have turned to the gym to help achieve their goals. That's why we believe it's time to introduce a new ranking—the 50 Best Golf-Fitness Professionals in America. This list, the first of its kind by a fitness- or golf-media company, was compiled by an expert panel of trainers, chiropractors, physical therapists and doctors who nominated their peers based on their knowledge of the game, their knowledge of exercise physiology and biomechanics, and how they apply both in working with clients. "Imagine choosing any professional simply by walking into the nearest building and saying, 'OK, I'll work with you,'" says Ben Shear, Golf Digest's Fitness Advisor, who first suggested the list. "You probably wouldn't do that with a doctor, financial planner, or even a golf instructor. Yet, every day people go to their nearest gym and sign up for individual training with someone who they haven't asked 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)

PHOTOGRAPHS BY GIOVANNI REDA

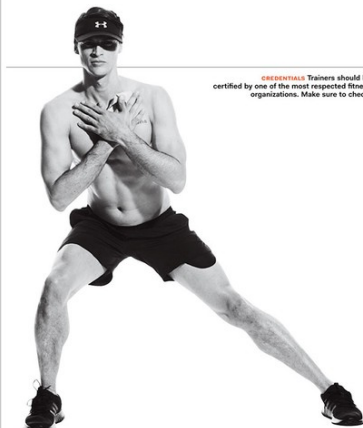
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The Golf Life | The Core



**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@tucsongolf.com  
\$120/hr. • \$150  
**FRANZISKA TAYLOR**  
Adventure Training, Scottsdale  
franziskataylor@atgolf.com  
\$120/hr. • \$150

**TRAY VAN BIJEN**  
ClubSport Specialists of Dallas  
trayvanbijen@clubsport.com  
\$150/hr. • \$99

**MIKE WEST**  
**JANET ALEXANDER**  
Pacific Fitness & Health Inc.,  
Emeryville, Calif.  
janet@pacificfitness.com  
\$100/week • \$500

**PAULINE WHELAN**  
Epicurean Method HQ, Del Mar, Calif.  
pwhelan@epicureanmethod.com  
\$90 • \$100 • \$150

**MIKE WISNAT**  
Milo-Limitless Fitness, Del Mar, Calif.  
mike@milolimitless.com • \$100/hr. • \$250

**BRANDY CHANDLER**  
Elite Sports Performance  
Las Vegas, Nev.  
brandy@elitesportsperformance.com  
\$100/hr. • \$150

**SEAN COCHRAN**  
Sean Cochran Sports Performance,  
San Diego, Calif.  
sean@scsportsperformance.com  
\$175 • \$180 • \$175

**RAJAN MANDYKHEM**  
Kailasa Kona, Hawaii  
raj@kailasakona.com  
\$100 • \$150

**ANITA ROSSATO**  
Riverside Country Club, Los Angeles  
anita@rossatofitness.com  
\$100 • \$150

**TYLOR FERRALL**  
La Bicyclette C.C., Los Gatos, Calif.  
tylor@tylorfitness.com  
\$120/hr. • \$150

**LANCE GILL**  
Tactical Performance Institute,  
Oroville, Calif.  
lance@tacticalperformance.com  
\$1,200/yr. • \$150-250

**CHRIS BIRN**  
Tactical Performance Institute,  
Oroville, Calif.  
chris@tacticalperformance.com  
\$1,200/yr. • \$150

**KEVIN KEMPER**  
Manual Orthopedic & Sports  
Therapy, Whitefish, Mont.  
kevin@kemperfitness.com  
\$120 • \$125

**KEA TRINELLA**  
Central Golf Fitness Club, Denver  
keatr@centralgolf.com  
\$120 • \$150

**SOUTHWEST**  
**JEFFREY SANDERSON**  
Back97 Fitness Performance Center,  
Arlington, Texas  
jeff@back97fitness.com  
\$120/hr. • \$150

**DAMON DODDARD**  
Adventure Training, Dallas  
doddard@atgolf.com  
\$120/hr. • \$150

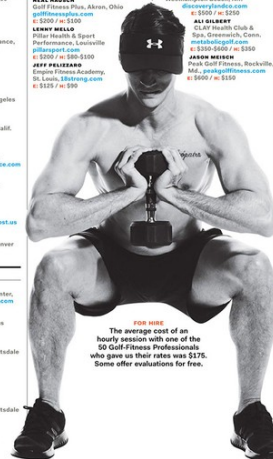
**ANDREW HANSON**  
Premier Fitness Systems, Scottsdale  
andrew@premierfitness.com  
\$150 • \$80-100

**ELVY HERRERA**  
Golf Fitness Systems, Tulsa  
elvyy@fitness.com  
\$110 • \$80-100

**KEVIN SANDERSON**  
Premier Fitness Systems, Scottsdale  
kevin@premierfitness.com  
\$110 • \$100

**PAUL HANSEN**  
Par Owners Fitness, Houston  
paul@parownersfitness.com  
\$100 • \$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 \$125. Some offer evaluations for free.

**GOVY POKAR**  
P.J. & G. Golf, Northfield, Ill.  
govy@pokar.com  
\$120/hr. • \$150

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

**WESTWIND**  
**RYAN ANDERSON**  
Batter Every Day Performance  
Institute, Colorado  
ryan@battereveryday.com  
\$120 • \$100

**MIKE BOYLE**  
Mike Boyle Strength & Conditioning,  
Houston, Texas  
mike@mbogolf.com  
\$100 • \$90

**ROBERT DYVAL**  
Discovery Land Company,  
Washington Beach, Ky.  
rob@discoveryland.com  
\$150/hr. • \$250

**ALY SILBERT**  
C.L. Golf & Fitness Club &  
Spa, Orem, Utah  
aly@clgolf.com  
\$120 • \$100

**JAMES WELSH**  
Frank Golf Fitness, Rockville,  
Md.  
james@frankgolf.com  
\$120/hr. • \$90

**DAVID BOWATER**  
Florida Golf Performance Center,  
Punta Beach Gardens, Fla.  
david@floridagolf.com  
\$120 • \$100

**JEFF FROMK**  
J.F. Fitness, Ocala, Raleigh, Raleigh,  
N.C.  
jeff@jefit.com  
\$120 • \$100

**IAN WELMAN**  
InMotionFitnessHealth,  
Fort Lauderdale, Fla.  
ian@inmotionfitness.com  
\$120 • \$100

**DAVE HERMAN**  
Elite Sports Performance,  
Winter Garden, Fla.  
dave@eliteperformance.com  
\$120 • \$100

**ANDREW HANSON**  
Elite Sports Medicine,  
Houston, Texas  
andrew@eliteperformance.com  
\$120 • \$100

**DAVID HALLIDAY**  
Golf Conditioning &  
Performance, Triana, Curacao, Va.  
david@hallidaygolf.com  
\$140/hr. • \$100

**HANDY MYERS**  
Florida Golf Performance Center,  
St. Simons Island, Ga.  
handy@floridagolf.com  
\$120 • \$100

**KAREN PALACIO-JAMEN**  
Young America Charlotte G.C.,  
N.C.  
karen@youngamerica.com  
\$120 • \$100

**SCOTT SHEPARD**  
Elite Sports Performance  
Training, Lake Mary, Fla.  
scott@eliteperformance.com  
\$120 • \$100

**KOLBY TULLER**  
Young America Sports Training Center,  
Jupiter, Fla.  
kolby@youngamerica.com  
\$120 • \$100

**MIKE VESPA**  
Performance One Golf,  
Franklin, Tenn.  
mike@performanceonegolf.com  
\$100 • \$150



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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** **ARIAS KLIMAREAT** The distinctive seams are curved, offering your eyes unobstructed sun protection.

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

**3** **ARIAS ULTIMATE ICE CLIMAWARM PANTS, \$90** Breathable, woven fabric will keep you warm and dry, but it's also highly stretchy, allowing for full range of motion.

**4** **NIKE AEROSHIRT CLASSIC 99, \$60, \$65** This high-performance polyester fabric stretches for a comfortable fit.

**5** **LIKESOUL HEATHER LONG-SLEEVE FULL-BUTTON SHIRT, \$45** With just a hint of heather, it offers as much stretch as the toughest golf shirt and looks casual and refined.

**6** **NIKE ICE** Come for the water- and dirt-repelling fabric, stay for the anti-odor scorecard pocket.

**7** **NIKE AEROSHIRT CLASSIC 99, \$60, \$65** This high-performance polyester fabric stretches for a comfortable fit.

**8** **LIKESOUL HEATHER LONG-SLEEVE FULL-BUTTON SHIRT, \$45** With just a hint of heather, it offers as much stretch as the toughest golf shirt and looks casual and refined.

**9** **NIKE ICE** Come for the water- and dirt-repelling fabric, stay for the anti-odor scorecard pocket.

**10** **ARIAS KLIMAREAT** It's packed with insulation to keep you warm, but its breathable fabric lets moisture escape.

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

**12** **ARIAS ULTIMATE ICE CLIMAWARM PANTS, \$90** 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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**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'VE USED TO HIT THIS SHOT IF IT WERE JUST ONE IN A BUCKET OF BALLS.'** —MARIO QUEVEDO

**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**

**Y**ou'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 QUEVEDO**, a Golf Digest Best Young Teacher, works at Quaker Ridge Golf Club in Scarsdale, N.Y.

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**BODY MOVEMENT**

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

**SHORT GAME**

**E**ven 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.

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## ROOT DOWN

**W**hen 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 gets the iron to continue 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 KILGORY**, 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.**

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## CHECK YOUR HEAD

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



**PUTTING**

**T**he 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 jawbone 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.

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