

# Art Department



Roberto Alvarado Jr

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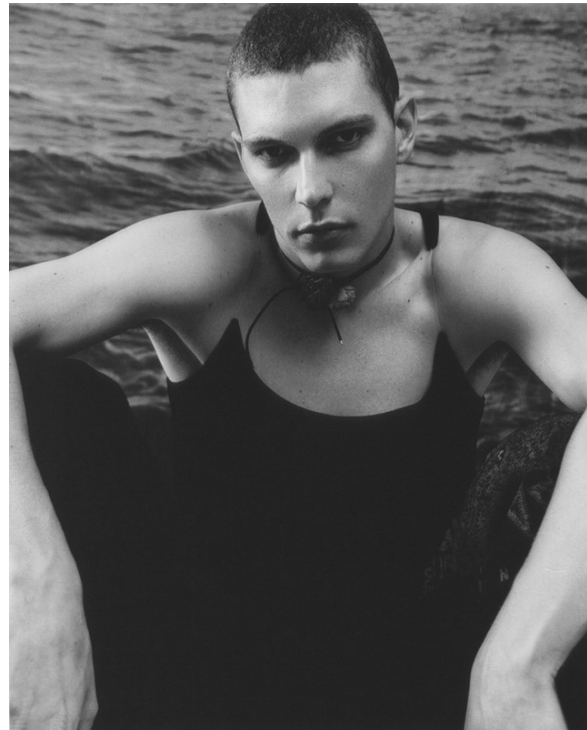
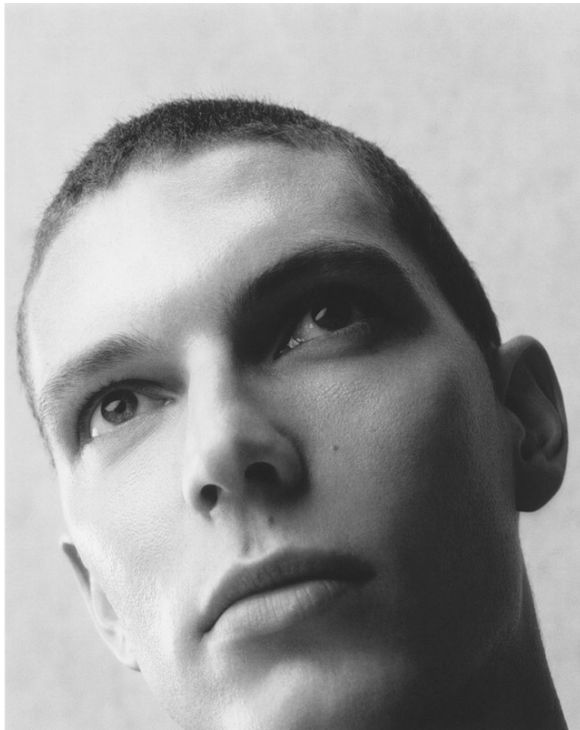


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## blueprint

dialo\_in

### WATCH CLOSELY

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

BY NICK BULLMAN



TORCHWITHE  
SECURUS WATCH  
DESIGNED BY  
PARMIGIANI  
FLEURIER. STRAP  
SMART (DESIGNED BY  
ALEXANDRE DE GUBIN)  
PATTERNED SMART BY  
ARMANDO TESTA & SHIRT  
(DESIGNED BY PARMIGIANI)

PARMIGIANI FLEURIER IS, BY ANY RECKONING, a watchmaker's watchmaker. In a hardly new hat it's 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 Louis King Charles, ever since. Having a crown and hand as a fan tells you a bit 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 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 his year's most impressive innovations is the Torche Withe in platinum. At first glance, it may appear to be a vintage watch 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 subtle but very central radial colors of the dial and the alligator strap. Then there's on the strap is unusual, recalling the spread hand stitching favored by Neapolitan tailors.

It's recognizably Parmigiani Fleurier in the details yet it's modern, as easy to wear with a smart shirt as with a suit—or occasion robe. While the brand's offerings are beyond the reach of many professional athletes, the design codes are sure to influence watches at more accessible prices, too. It's only a matter of time. □

STYLING: CHRISTOPHER WELLS; HAIR: LUCY HAYES; MAKEUP: ANITA BROWN; PHOTOGRAPHY: RYAN BLACK

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PHOTOGRAPH BY RYAN BLACK



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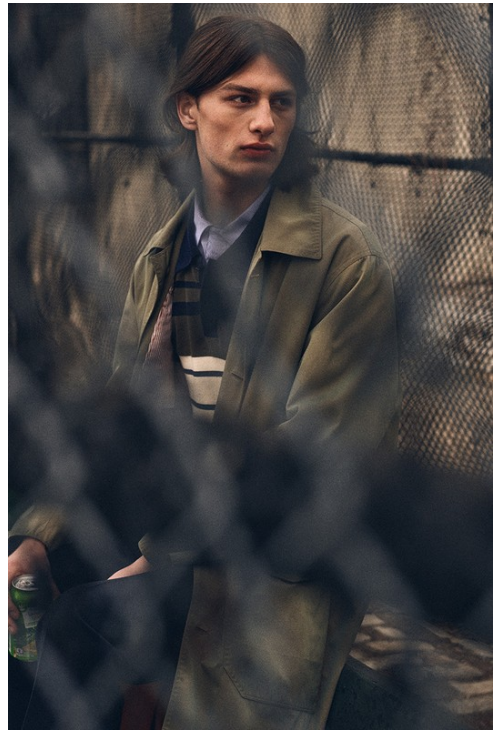
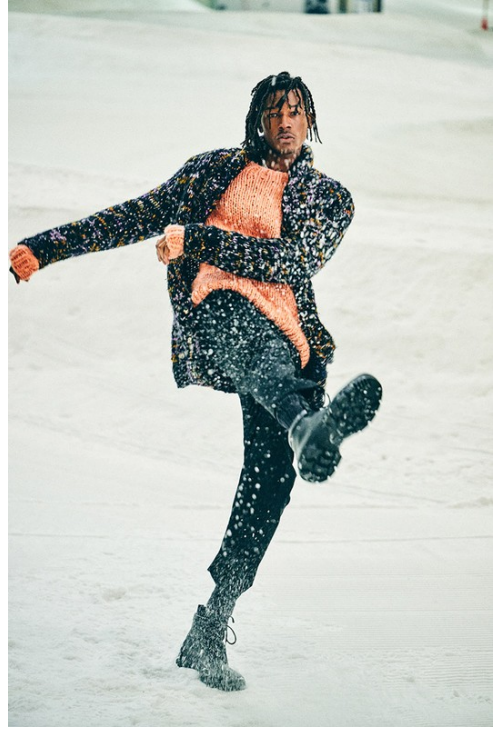


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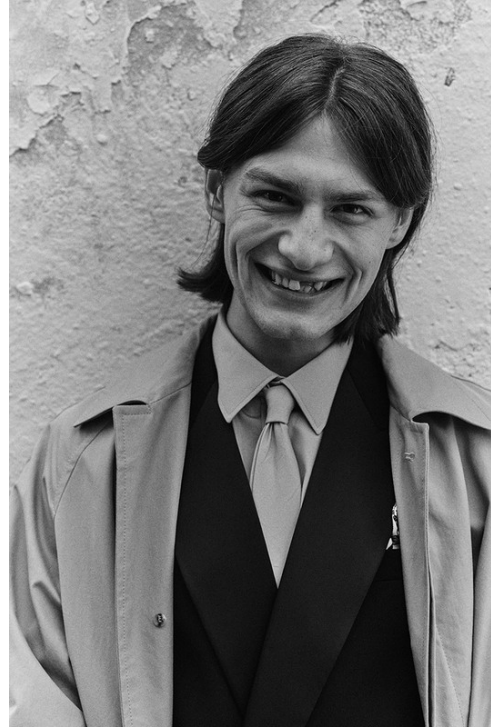


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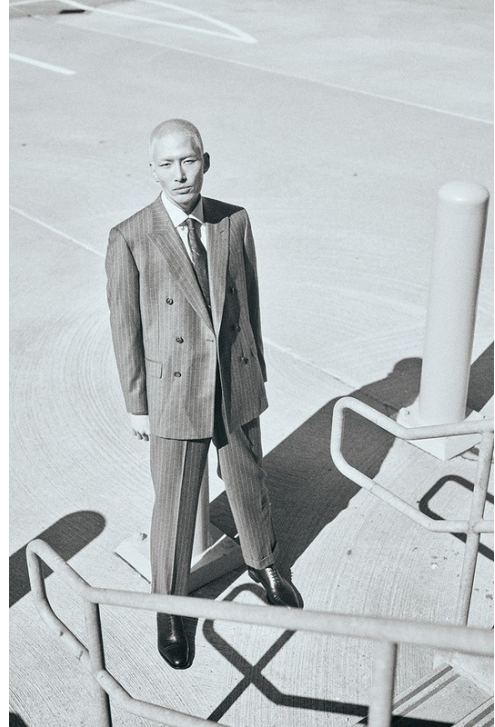


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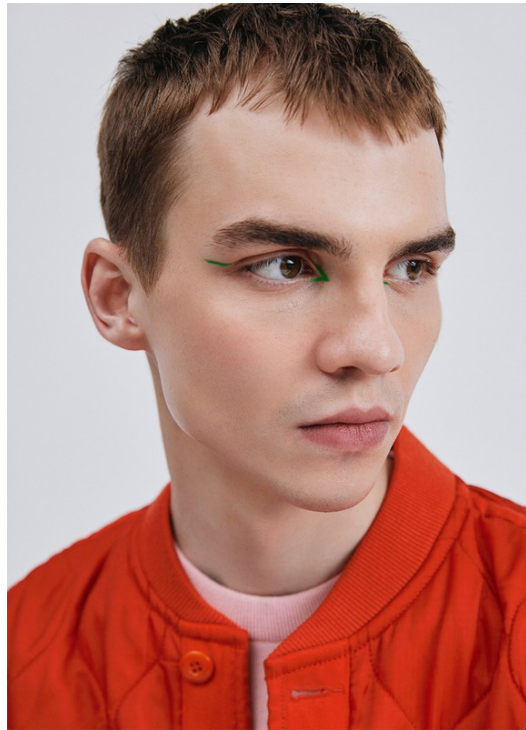


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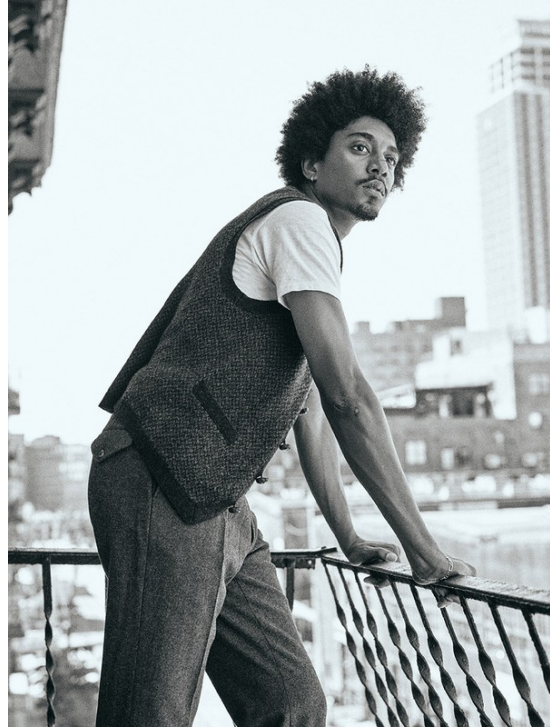
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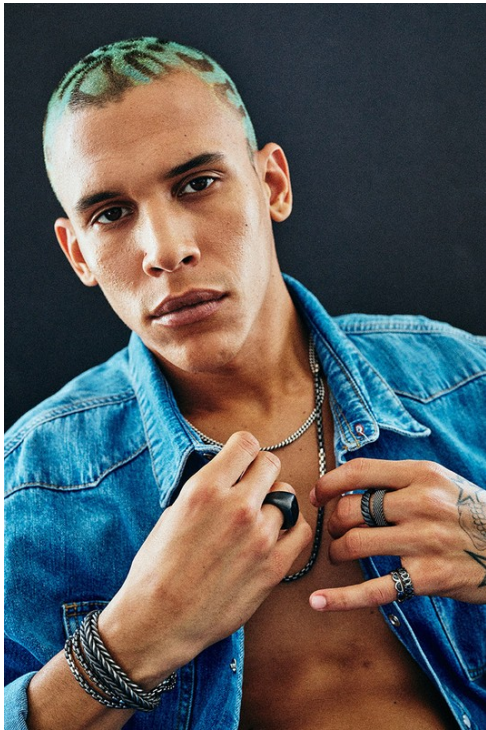


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The Core | The Golf Life



**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 a clue as to 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

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The Golf Life | The Core



**GOALPOSTERS** 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, performance for workout intensity and your medical history. Also avoid anyone pushing group-training—like CrossFit—without knowing your capabilities. Warn: 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 Buckley 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 30 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 flaws are a result of physical issues that can be corrected in the gym. The trainer and pro can help each other out."  
—KON KASPRISKE

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.

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



**KATHERINE ROBERTS**  
Team Health C.O., Scottsdale  
@teamhealthco.com  
#1276 / m: \$150

**BRANDEN FRYER**  
Advantage Training, Scottsdale  
@advantagegolf11  
#1339 / m: \$150

**TROY VAN REESEN**  
ClubSport Specialists of Dallas  
@clubsportgolf.com  
#1350 / m: \$90

**MIKEL ROBERTS**  
Buckeye Performance Golf, Dublin, Ohio  
@buckeyepgolf.com  
#1350 / m: \$100

**LEAH HARRIS**  
Golf Fitness Plus, Akron, Ohio  
@golffitnessplus.com  
#1350 / m: \$100

**LEAH WALSH**  
Pulse Health & Sport Performance, Louisville  
@pulsegolf.com  
#1350 / m: \$95-\$100

**JEFF FLEISHER**  
Empire Fitness Academy, St. Louis, Missouri  
#1351 / m: \$95

**GOY PUYAN**  
JOG LLC, Oak Northfield, Ill.  
@goygolf.com  
#1351 / m: \$130

**JAMIE WOOD**  
Elite Golf and Fitness, Overland Park, Kan.  
@elitemgolf.com  
#1350 / m: \$20-\$100

**NORTHWEST**

**RYAN ANDERSON**  
Ben Shear Golf, Scotch Plains, N.J.  
@benandryan.com  
#1350 / m: \$100

**MIKE ROYLE**  
Mike Royle Strength & Conditioning, Wilton, Mass.  
@mikeroyle.com  
#1351 / m: \$90

**ROBERT DYVAL**  
Discovery Land Company, Washington Beach, Ky.  
@robertdyval.com  
#1351 / m: \$25

**ALY SILBERT**  
CLF Health Club & Spa, Orem, Utah, Conn.  
@alygolf.com  
#1350-\$2,000 / m: \$200-\$300

**JAMES MERRIN**  
Peak Golf Fitness, Rockville, Md.  
@jamesmerrin.com  
#1400 / m: \$150

**DOH KALISHO**  
Doh Kalisho, New York City  
@dohkalisho.com  
#1351 / m: \$1,000

**BEN SHEAR**  
Ben Shear Golf, Scotch Plains, N.J.  
@bensheargolf.com  
#1350-\$600 / m: \$200

**NORTHEAST**

**TREVOR ANDERSON**  
Ben Shear Golf, Scotch Plains, N.J.  
@trevoranderson.com  
#1350 / m: \$100

**RYAN BLACKBURN**  
Orlando Golf Performance  
@ryanblackburn.com  
#1350 / m: \$60

**JOHN JAMES**  
CLF Health Club & Spa, Naples, Fla.  
@johnjames.com  
#1350 / m: \$150

**BRAD BUCK**  
Buckley Performance, Winter Garden, Fla.  
@bradbuk.com  
#1350-\$2,000 / m: \$200-\$300

**JOE BOYDREAR**  
Joe D Golf Sports Training Center, Naples, Fla.  
@joeboydrear.com  
#1350 / m: \$275

**DAVE ROSENBERG**  
Palm Beach Gardens, Fla.  
@daverosenberg.com  
#1350 / m: \$100

**JEFF FINEO**  
F&S Training Ohio, Raleigh, N.C.  
@jefffineo.com  
#1350 / m: \$100

**HEATHER BRADSHAW**  
Heather Bradshaw Health, Fort Lauderdale, Fla.  
@heatherbradshaw.com  
#1350 / m: \$100

**DAVE HENMAN**  
Dave Henman Performance, Winter Garden, Fla.  
@davehenman.com  
#1350 / m: \$100

**JOHN REELEY**  
John Reeley M.D., Medicine, Jacksonville, Fla.  
@johnreeley.com  
#1350 / m: \$100

**DAVID MALONEY**  
Golf Conditioning & Performance, Titusville, Fla.  
@davidmaloney.com  
#1350 / m: \$100

**HEATHER BRADSHAW**  
Heather Bradshaw Health, Fort Lauderdale, Fla.  
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#1350 / m: \$100

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@davidmaloney.com  
#1350 / m: \$100



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.

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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 miraculous. —ASHLEY MAYO

**1 ADIDAS KUMACHEE 2.0 SUNGLASSES, \$110** The distortion-free lenses are curved, offering your eyes unprecedented sun protection.

**2 ADIDAS HODGSON HYPER JACKET, \$80** This stylish slim-fit hoodie is quilted and well-insulated, with an interior fur-lined for extra warmth. **3 ADIDAS HODGSON HODGSON PANTS, \$80** It wicks moisture, and the stretchy fabric helps you stay cool and dry. **4 ADIDAS HODGSON HODGSON PANTS, \$80** It wicks moisture, and the stretchy fabric helps you stay cool and dry.

**5 NIKE AIRBORNE CLASSIC 99 CAP, \$20** This high-performance polyester fabric stretches for a comfortable fit.

**6 LUNDQVIST HEATED LONG-SLEEVE FULL-BUTTON SPORT SHIRT, \$80** With just a touch of spandex, it offers as much stretch as the toughest golf shirt and makes classic and refined. **7 ADIDAS HODGSON HODGSON PANTS, \$80** Come for the warm and air-repellent fabric, stay for the anti-odor odorant pocket.

**8 ADIDAS CLIMACORE PRIMALOFT VEST, \$60** It's packed with insulation to keep you warm, but its breathable fabric lets moisture evaporate.

**9 NIKE AIRBORNE FOLD, \$80** This shirt's fabric is designed to open and close as your body temperature changes. **10 ADIDAS HODGSON HODGSON PANTS, \$80** 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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## 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 know the stakes. What do you do? Here's what you don't do: Don't make a short, swing 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 arc as you pass through the impact zone. The type of swing you would make if you were hitting a ball into the middle of a driving range.

**ROBERTO ALVARADO JR.**, a Golf Digest Best Young Teacher, works at Quaker Ridge Golf Club in Scarsdale, N.Y.

## BODY MOVIN'

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



**SHORT GAME**  
**E**lch 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 20 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 GREENBERG**, a Golf Digest Best Young Teacher, works at Ballston Golf Club in Springfield, N.J.

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## 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 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 clubhead 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 KOLLOFF**, 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 SCOP THE BALL OFF THE GROUND. AVOID THAT BY KEEPING THE SHAFT LEANING FORWARD.**

## CHECK YOUR HEAD

**DON'T EVEN THINK FOR A SECOND TO LET 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 holing 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 the feeling of being in lockdown with your noggin. In fact, when you stand over the putt, don't make a stroke until you feel your shoulders and jaw loose and relaxed. 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 ill'iv to hear the ball rattie around as you stare at your opponent.

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