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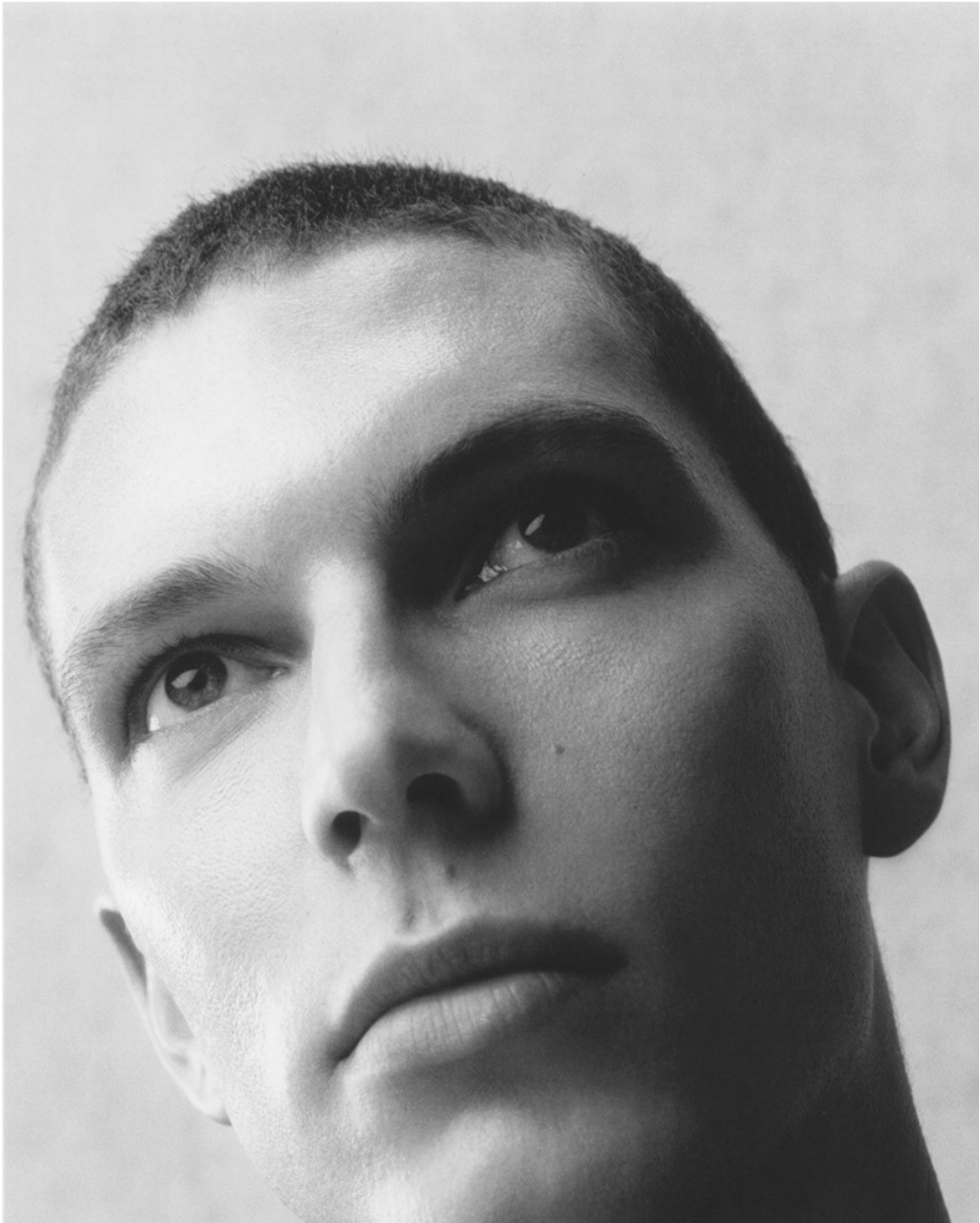
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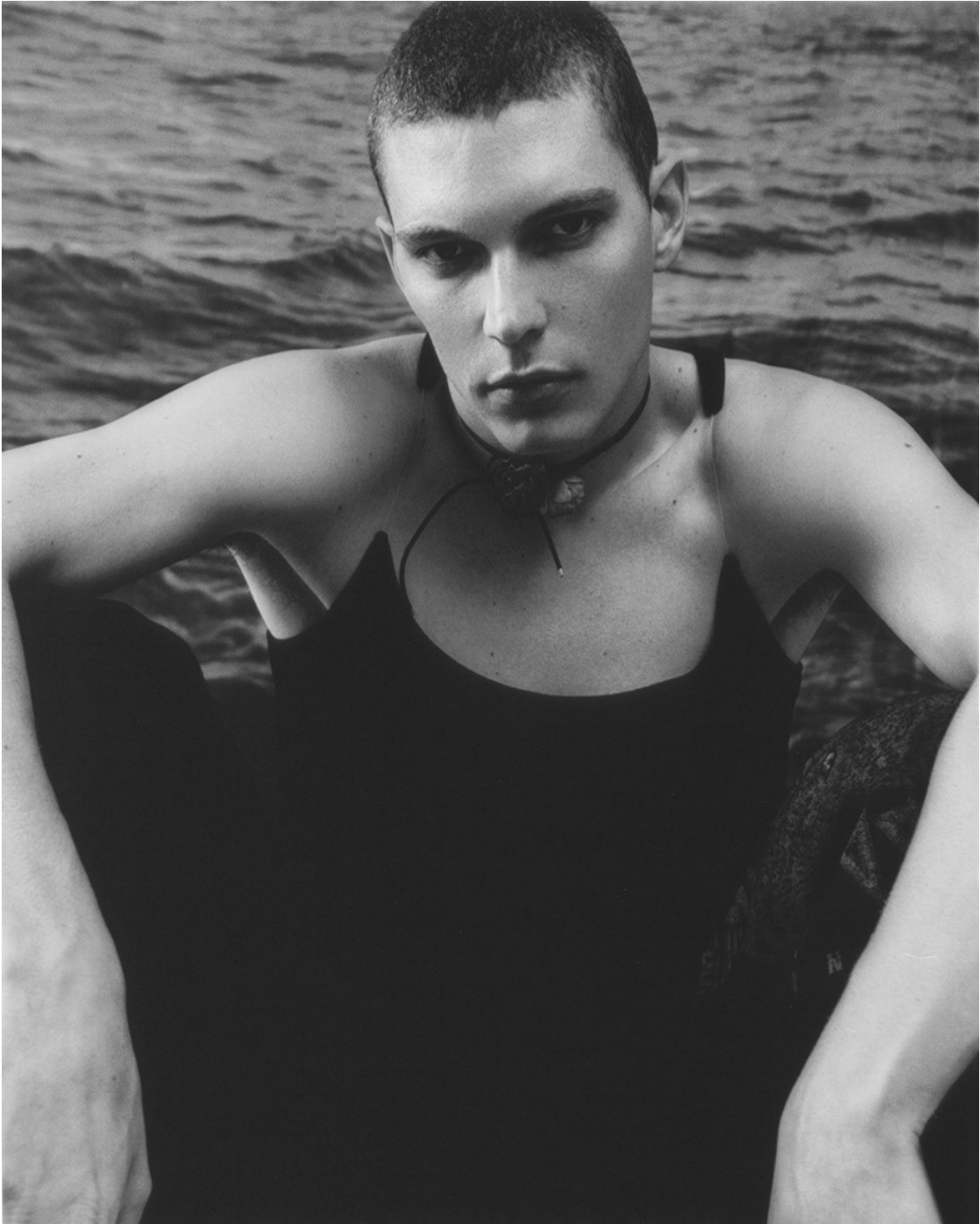
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diald_in



WATCH CLOSELY

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

BY NICK SULLIVAN



PARMIGIANI FLEURIER IS, BY ANY RECKONING, a watchmaker's watchmaker. It's hardly new but still 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 crowned 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 2021, 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 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 Toric Petite Seconde in platinum. At first glance, it may appear to be a virtuosic 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 subtle but very nontraditional colors of the dial and the alligator strap. Even the sewing on the strap is unusual, recalling the spaced 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 coronation robes. While the brand's offerings are beyond the reach of many of us mere mortals, the design codes are sure to influence watches at more accessible prices, too. It's only a matter of time. □

STYLING: ALDO FALLAI; HAIR: GIOVANNI FERRARO; MAKEUP: ANTONIO TAVOLARI; SHIRT: A KIND OF GUY; SHIRT: AMBUSH; SHIRT: FURSAC; WATCH: PARMIGIANI FLEURIER

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GIMME SHELTER

Fay Archive's limited-edition riff on the fireman's jacket is made from World War II-era U.S. Army tents

BY NICK SULLIVAN

BACK IN THE '60S, DIEGO DELLA Valle, president of the Italian shoemaker Tod's, and his brother Andrea chanced upon the American workwear maker E.A. Fay. The duo instantly recognized the potential of Fay's signature product—a fireman's jacket with distinctive hook-and-D-ring closures—and bought the company, repurposing the jacket for casual wear and later renaming it the 4 Ganci (or "four hooks") for Italian customers. It was a popular piece of street culture before receding from view for a few decades.

Luckily for us, in 2019, Fay was relaunched and expanded, still with the 4 Ganci at its center. This season, the design team has released a limited-edition version of the jacket upcycled from World War II-era U.S. Army tents discovered in a warehouse in Naples, Italy. Patched together, with many original tent details intact, each one of the 100 pieces is a unique bit of history that also happens to look really damn cool. ☑



JACKET (\$2,625) BY FAY ARCHIVE; BLAZER (\$710) BY FURBAC; TANK BY DISQUARED2; TROUSERS (\$1,000) BY CONNOR MCKNIGHT; SNEAKERS (\$85) BY GOLDEN GOOSE.

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PHOTOGRAPH BY RYAN SLACK

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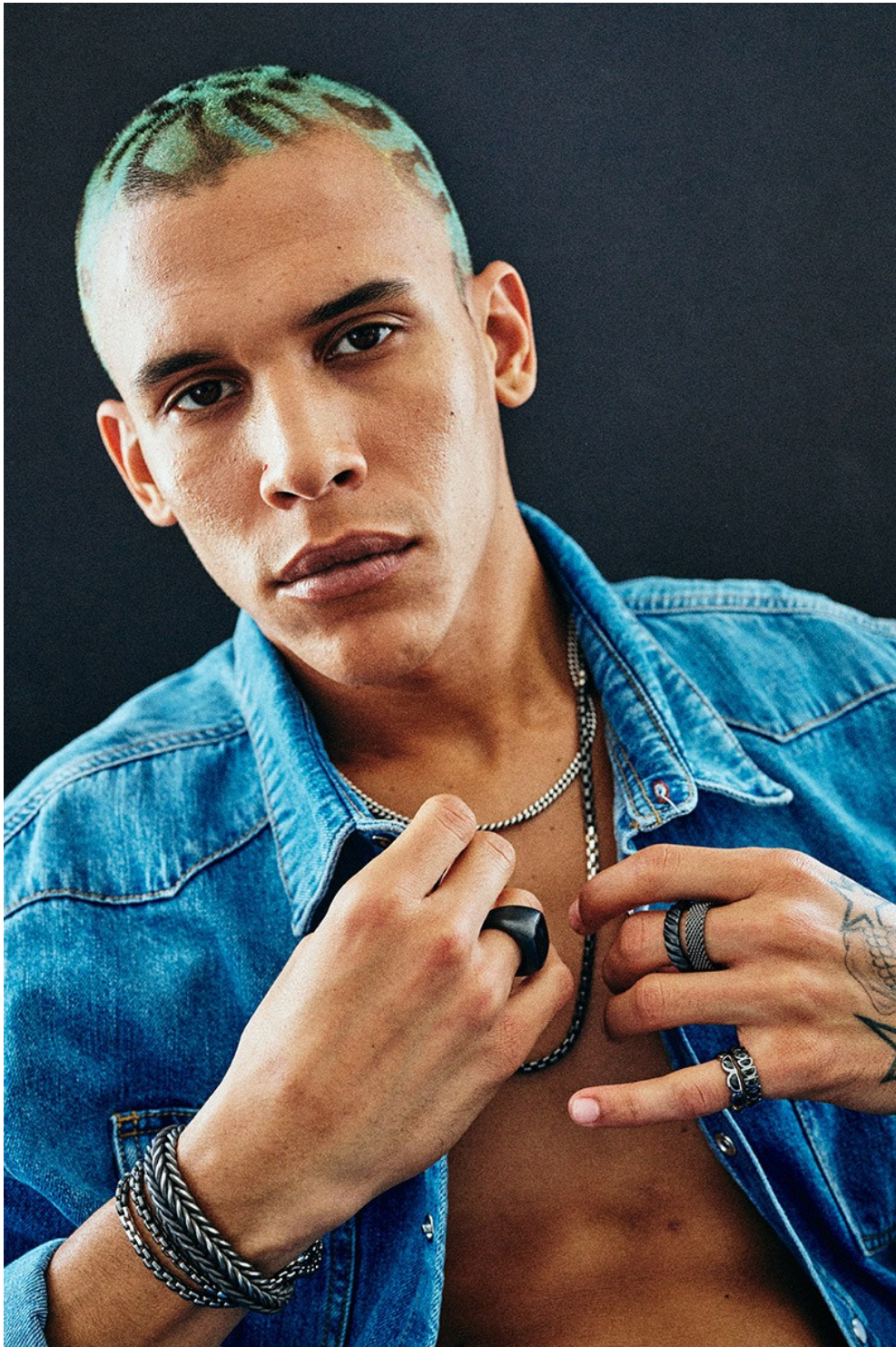
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"I'd like to crack open
an ice-cold beer on every hole.
I wouldn't finish it . . ."



Photograph by Spencer Heyfron

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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

ILLUSTRATION: RAMI NIEMI



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 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.

BUCKET HATS (CLOCKWISE FROM TOP LEFT): LACOSTE Men's Cotton Piqué Bucket Hat, \$60 **CARHARTT WIP** Anderson Bucket Hat, \$65 **FILA** Reversible Bucket Hat, \$29 **RALPH LAUREN** Reversible Packable Bucket Hat, \$145 **GALVIN GREEN** Ark Golf Hat, \$75 **HERSCHEL** Lake Bucket Hat, \$40 **PAA** Tennis Hat, \$120 **ASOS** Safari Bucket Hat, \$16
EYEWEAR (CLOCKWISE FROM TOP LEFT): OAKLEY Targetline with Prizm Jade Polarized Lens, \$183 **MAUI JIM** Red Sands, \$229 **MAUI JIM** Red Sands, \$229 **MAUI JIM** Tail Slide in Frosted Crystal, \$249 **MAUI JIM** Kanaio Coast, \$249 **OAKLEY** Targetline with Prizm Ruby Lens, \$153 **OAKLEY** EVZero Stride with Prizm Daily Polarized Lens, \$203 **SHIRT: ADIDAS** Ultimate365 Solid Polo Shirt, UPF 50+, \$65.

Photographs by Giovanni Reda

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The Core | The Golf Life

It 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 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

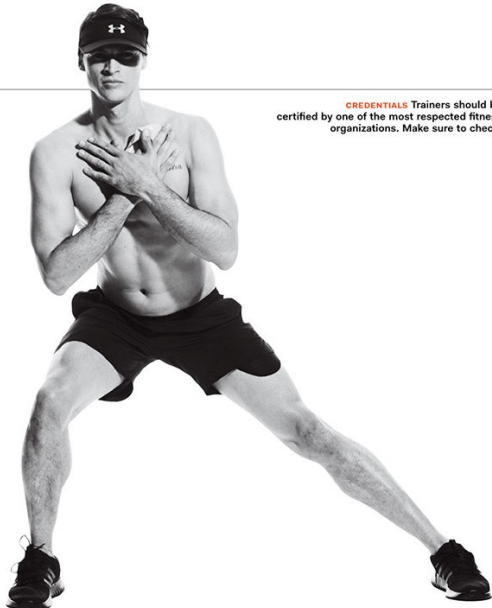
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The Golf Life | The Core



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—with-out 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 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." —RON KASPRISKE



WEST

- JANET ALEXANDER**
Pacific Fitness & Health Inc., Encinitas, Calif.
pacificfitnesshealth.com
EVALUATION: \$200 / HOURLY: \$200
- BRIAN BRADLEY**
Egoscue Method HQ, Del Mar, Calif.
egoscue.com
E: \$9 / H: \$150-\$190
- MILO BRYANT**
Milo-Limitless Fitness, Del Mar, Calif.
milostrong.com, E: \$90 / H: \$250
- BRIAN CHANDLER**
Elevate Sports Performance, Las Vegas, elevatesport.com
E: \$500 / H: \$150
- SEAN COCHRAN**
Sean Cochran Sports Performance, San Diego, seancochran.com
E: \$175-\$350 / H: \$275
- DAVID DARBYSHIRE**
Kailua Kona, Hawaii
movementsofthefirst.com
E: N/A / H: N/A
- ANDREA DODDATO**
Hilovest Country Club, Los Angeles
shapeandport.com
E: \$200 / H: \$150
- TYLER FERRELL**
La Riconada C.C., Los Gatos, Calif.
golffortacademy.com
E: \$395 / H: \$150
- LANCE GILL**
Titleist Performance Institute, Oceanside, Calif., tperformance.com
E: \$1,200 / H: \$150-\$250
- GREG ROSE**
Titleist Performance Institute, Oceanside, Calif., mytpi.com
E: \$1,200 / H: N/A
- RALPH SIMPSON**
Manual Orthopedic & Sports Therapy, Whitefish, Mont., almost.us
E: \$225 / H: \$125
- DEE TOWELL**
Colorado Golf Fitness Club, Denver
coloradogolffitnessclub.com
E: \$125 / H: \$125

SOUTHWEST

- JEFFREY BANASZAK**
Back9Fitness Performance Center, Arlington, Texas, back9fitness.com
E: \$250 / H: \$100
- DAMON GODDARD**
AMPD Golf Performance, Dallas
ampdgpperformance.com
E: \$350 / H: \$300
- ANDREW HANNON**
Premier Fitness Systems, Scottsdale
premierfitnesssystems.com
E: \$9 / H: \$85-\$100
- CLINT HOWARD**
Golf Fitness Systems, Tulsa
golffitnesssystems.com
E: \$150 / H: \$80-\$90
- GREG McLEAN**
Premier Fitness Systems, Scottsdale
premierfitnesssystems.com
E: \$150 / H: \$100
- PAM OWENS**
Pam Owens Fitness, Houston
pamowensfitness.com
E: \$300 / H: \$110

- KATHERINE ROBERTS**
Troon North G.C., Scottsdale
yogaforgolfers.com
E: \$275 / H: \$150
- SPENCER TATUM**
Advantage Training, Scottsdale
advantagetrainingfit.com
E: \$199 / H: \$150
- TROY VAN BIEZEN**
ChiroSport Specialists of Dallas
chirosporspecialists.com
E: \$250 / H: \$90

MIDWEST

- LINDSAY BECKER**
Buckeye Performance Golf, Dublin, Ohio
buckeyepperformancegolf.com
E: \$150 / H: \$100
- NEAL HAUSER**
Golf Fitness Plus, Akron, Ohio
golffitnessplus.com
E: \$200 / H: \$100
- LENNY MELLO**
Pillar Health & Sport Performance, Louisville
pillaragolf.com
E: \$200 / H: \$80-\$100
- JEFF PELIZZARO**
Empire Fitness Academy, St. Louis, lbstrong.com
E: \$125 / H: \$90

- CORY PUYEAR**
P.U.R.E. Golf, Northfield, Ill.
pure-golf.net
E: \$325 / H: \$120
- JANINE YOUNG**
Elite Golf and Fitness, Overland Park, Kan., elitegolfandfitness.com
E: \$200 / H: \$20-\$100

NORTHEAST

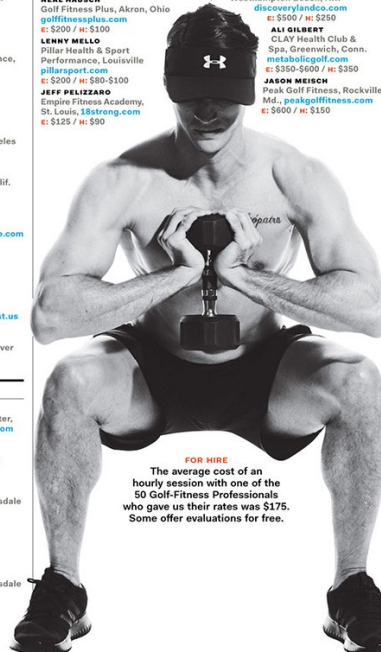
- RYAN ANDERSON**
Ben Shear Golf, Scotch Plains, N.J.
bensheargolf.com, E: \$150 / H: \$90-\$99
- MIKE BOYLE**
Mike Boyle Strength & Conditioning, Woburn, Mass., bodybyboyle.com
E: \$90 / H: \$90
- ROBERT DUVALL**
Discovery Land Company, Westhampton Beach, N.Y.
discoverylandco.com
E: \$500 / H: \$250
- ALI GILBERT**
CLAY Health Club & Spa, Greenwich, Conn.
metaholisticgolf.com
E: \$350-\$600 / H: \$350
- JASON MEISCH**
Peak Golf Fitness, Rockville, Md., peakgolffitness.com
E: \$900 / H: \$150

- DON SALADINO**
Drive 495, New York City,
driveclubs.com
E: \$9 / H: \$1,000
- BEN SHEAR**
Ben Shear Golf, Scotch Plains, N.J.
bensheargolf.com
E: \$395-\$695 / H: \$200

SOUTHEAST

- TREVOR ANDERSON**
Better Every Day Performance Institute, Orlando
bettereverydaygolfandco.com
E: \$200 / H: \$100
- RYAN BLACKBURN**
Orlando Golf Performance
orlandogolfperformance.com
E: \$9 / H: \$60-\$80
- JOHN DAMICO**
Golf Fitness Edge, Naples, Fla.
golffitnessedge.com
E: \$300 / H: \$100
- CRAIG DAVIS**
Depth Institute, Winter Garden, Fla.
depthinstitute.com
E: \$500-\$2,500 / H: \$250-\$350
- JOE DIVOHALVI**
Joey D Golf Sports Training Center, Jupiter, Fla., joeydgo.com
E: \$750 / H: \$275
- DAVID DONATUCCI**
Florida Institute of Performance, Palm Beach Gardens, Fla., floridainstituteofperformance.com
E: \$150 / H: \$200
- JEFF FACHS**
F45 Training, Raleigh, N.C., f45training.com
E: \$200 / H: \$90
- DAN HELLMAN**
Hellman Holistic Health, Fort Lauderdale, Fla., hellmanholistichealth.com
E: \$250 / H: \$250
- DAVE HERMAN**
Dave Herman Performance, Winter Garden, Fla., davehermanperformance.com
E: \$185 / H: N/A
- ADAM KERLEY**
Evos Sports Medicine, Knoxville, Tenn.
evosmed.com
E: \$125 / H: \$100
- DAVID MALONEY**
Golf Conditioning & Performance, Tysons Corner, Va., golfcp.com
E: \$400 / H: \$100
- RANDY MYERS**
Sea Island Golf Performance Center, St. Simons Island, Ga., randymyersgolf.com
E: \$575 / H: \$360
- KAREN PALACIOS-JANSSEN**
Trump National Charlotte G.C., cardiffgolf.com
E: \$295 / H: \$125
- SCOTT SHEPARD**
Drives Sports Performance Training, Lake Mary, Fla., drivesystems.com
E: \$250 / H: \$85
- KOLBY TULLER**
Joey D Golf Sports Training Center, Jupiter, Fla., joeydgo.com
E: \$750 / H: \$275
- MIKE VOIGHT**
Performance One Golf, Franklin, Tenn., performance1golf.com
E: \$385 / H: \$150

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



FOR HIRE
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 KUMACROSS 2.0 SUNGLASSES, \$110

The distortion-free lenses are curved, offering your eyes wraparound sun protection.

► **RLX GOLF HOODED HYBRID JACKET, \$245** This stylish slim-fit hoodie is pliable and well-insulated, with an interior turtleneck for extra warmth. ► **PUMA GOLF SIX-POCKET PANT, \$80** It wicks moisture, and the ultra-stretchy fabric helps you stay cool and dry. ► **FOOTJOY D.N.A. HELIX SHOES, \$210** A foam collar molds to your ankle for extra stability, and the tongue shapes to your foot for breathable comfort.

2 NIKE AEROBILL CLASSIC 99 CAP, \$35

This high-performance polyester fabric stretches for a comfortable fit.

► **LINKSOUL HEATHER LONG-SLEEVE FULL-BUTTON SPORT SHIRT, \$96** With just a touch of spandex, it offers as much stretch as the techiest golf shirt and looks classic and refined. ► **KJUS IKE PANTS, \$200** Come for the water- and dirt-repelling fabric, stay for the anti-slide scorecard pocket.

3 ADIDAS CLIMAHEAT PRIMALOFT VEST, \$140

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

► **NIKE AEROREACT POLO, \$90** This shirt's fabric is designed to open and close as your body temperature changes. ► **ADIDAS 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.



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Photograph by Walter looss Jr.

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SLOW-N-LOW

6 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 steer 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 arcing 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 (below). Not 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 GUERRA, a Golf Digest Best Young Teacher, works at Quaker Ridge Golf Club in Scarsdale, N.Y.

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BODY MOVIN'

OR CHIP SHOT, IT WILL FEEL LIKE YOU GAVE IT A GOOD BODY BLOW.

WHEN YOU HIT A GOOD PITCH

SHORT GAME

Elutch 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 nuking 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.

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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 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 delofted 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 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 SCOOP** THE BALL OFF THE GROUND. AVOID THAT BY KEEPING THE **SHAFT LEANING FORWARD.**

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6 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 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 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 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 noggin. 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 illin' to hear the ball rattle around as you stare at your opponent.

STYLING BY ROSE GARCIA

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