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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 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 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 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 TAVI; 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 (\$2,825) 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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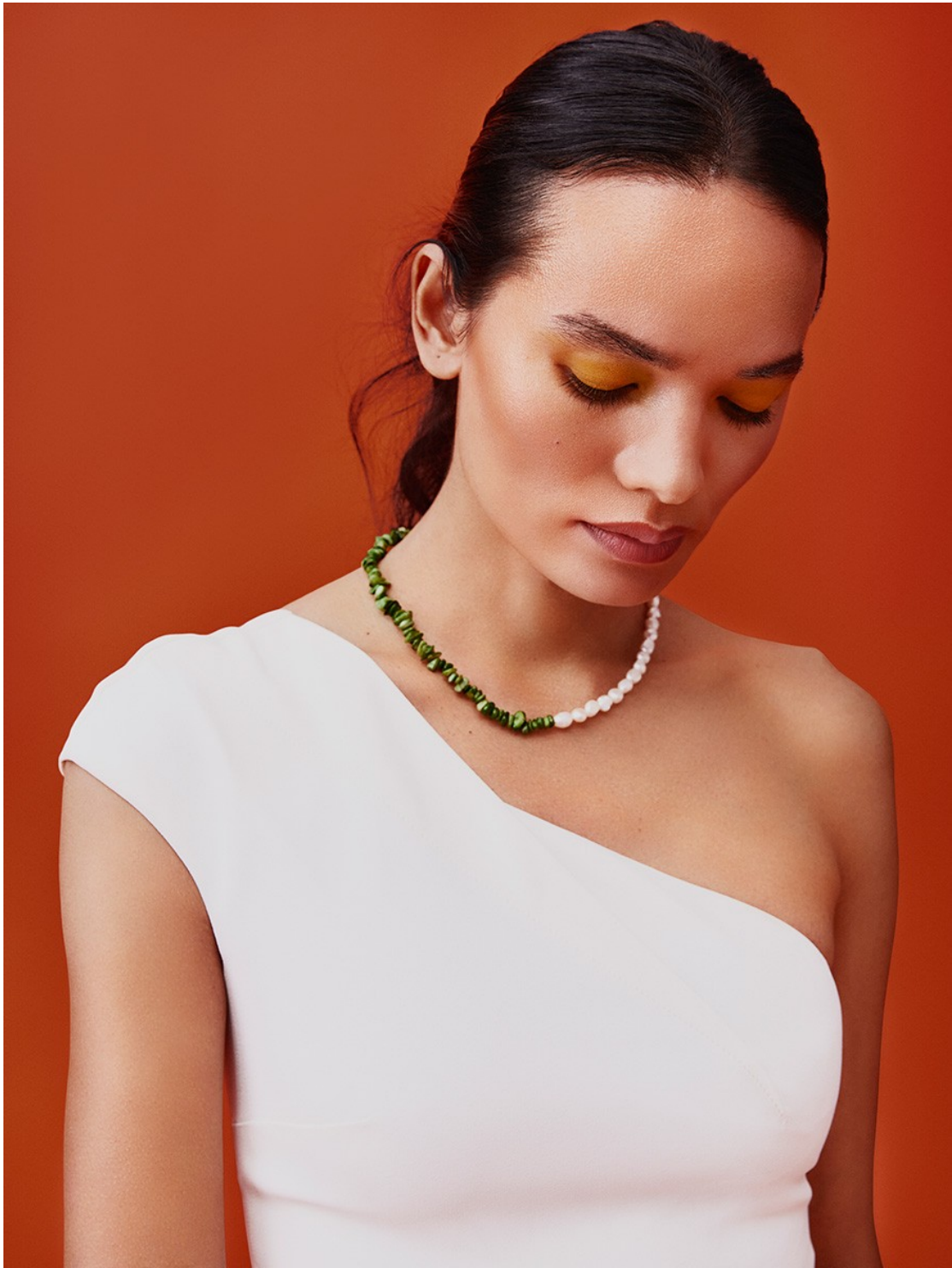
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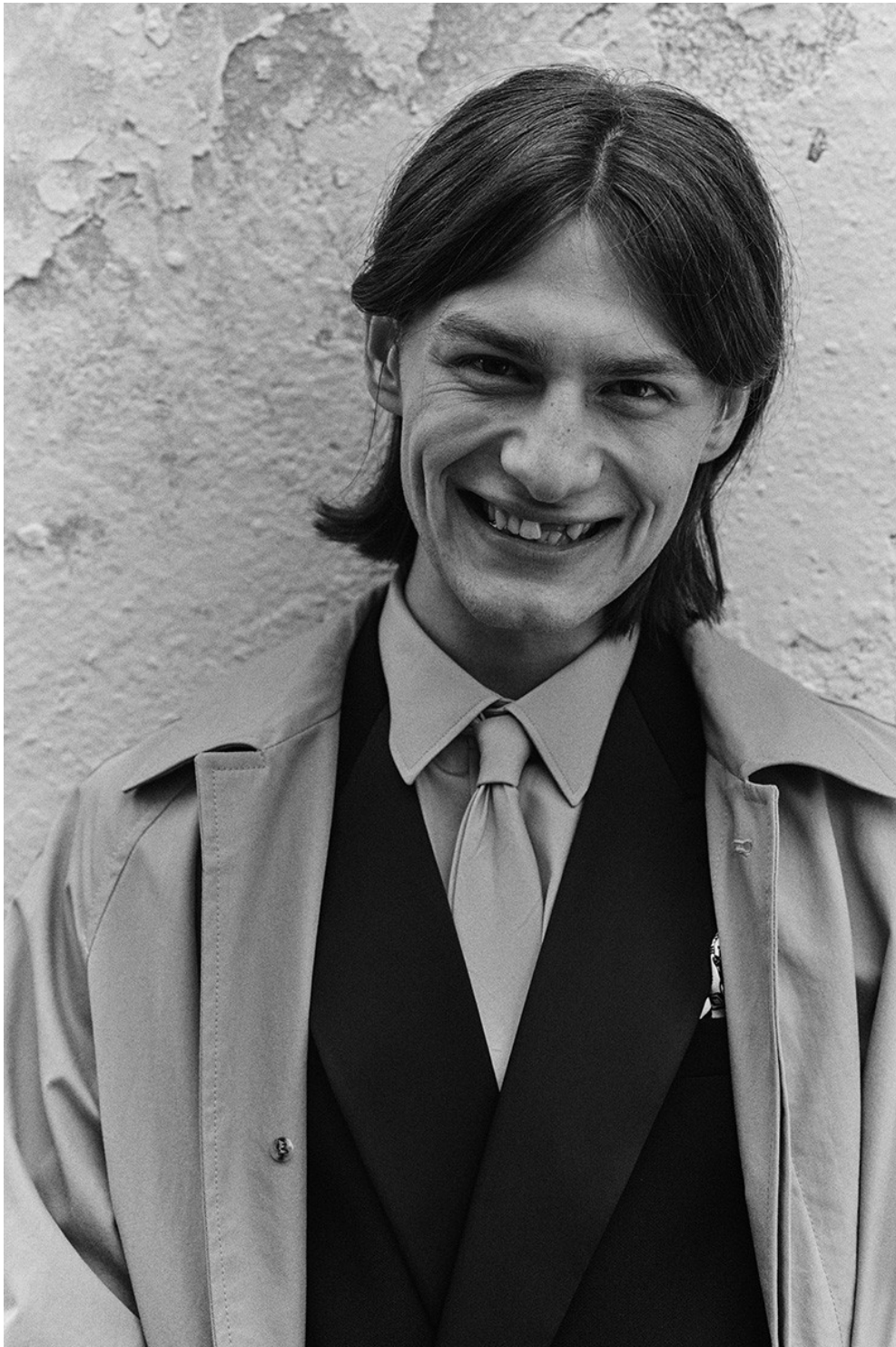
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Play Your Best | Driving



► "Practice winding up like a pitcher to feel how much you should load into your right side before swinging down."

W

HEN GOLF INSTRUCTOR Trillium Rose was asked to take a look at Troy Mullins' driver swing for an analysis (see pages 18-19), her reaction was "she has the torque of a teenage boy." That's not something every woman would probably want to hear, but if you're a long-drive champion like Mullins, you take that as a compliment. ► With an average swing speed of 117 miles per hour, which would rank her in the top 50 on the PGA Tour, Mullins routinely hits drives in the 320- to 350-yard range. She won a competition in Denver last year with a ball that went 4-0-2. ► "She has a humongous range of motion and generates a tremendous amount of swing speed by using the great strength she has in her abs, glutes, quadriceps, her entire lower body really," says Rose, one of Golf Digest's Best Young Teachers. "You can tell she's a great athlete." ► Mullins, 31, credits her background as a sprinter, shot-putter and heptathlete as giving her the strength, speed and athletic coordination to launch golf balls. She participated in track and field from age 8 until she graduated from Cornell University. Amazingly, it was shortly after leaving college that Mullins took up golf. ► "I had just come back from Beijing after majoring in China, Asia and Pacific studies at Cornell, and was wondering if I should go to law school," Mullins says. "I needed to take some time off, so I decided to start going to the driving range for fun." ► Armed with only a set of used irons—"I couldn't hit the woods at first," Mullins says—she smacked hundreds of balls at Westchester Golf Course near her home in Los Angeles and began to hone a swing that would help her become a perennial contender in the women's division of the World Long Drive Championship. In her first competition in 2012, Mullins made it to the finals before losing to current champion Sandra Carlborg. ► "I was so nervous," says Mullins, who also qualified for the 2012 U.S. Women's Mid-Amateur. "But what I learned was that I could compete. Now when I stand over the ball in competitions, I usually just blank out and swing hard. I don't care how strong you are. Without speed, you can't send it." ► Here are her other thoughts on how to drive it longer.

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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, \$66 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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