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Cover image: Eric Weber

Vol.10

Samuel Ballet

Call me Sam.

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lifestyle & culture magazine

Claude Monet's Clos Normand in Giverny was more than a garden. It was an idea, a concept—an imagination of colour and light translated into living form. Monet acquired the estate in 1883, and with the meticulousness of a gardener—or an artist—he began to shape it. He planted, removed, rearranged, let things grow, guided them. No shrub, no blossom, no stream was left to chance. And yet everything appeared as if it were chance.

Nature fascinated him—its eternal change, its play of light and shadow. The Clos Normand became his laboratory, his field of experimentation. He let it grow wild and ordered it at the same time. Arches of roses, seas of tulips, groves of bamboo—a consciously composed chaos. And within this chaos Monet found precisely what he was seeking: a stage for light. A picture that changed with every hour, every day. No fixed contours, but vibrations—a gentle pulsing of colour.

This homage to Monet's garden is more than a remembrance. It is an invitation—an intimate approach to people who are usually seen only in the spotlight. Here, in a different, quieter setting, they reveal who they truly are.

A retreat, a slowing down, a place where it is not the image but the atmosphere that matters. As with Monet—a scene that changes the very moment you look at it.



PROFILE.

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Samuel Ballet

Born: 12 March 2001

Place of birth: Bern

Nationality: Switzerland / Cameroon

Height: 1.84 m

Position: Right winger

2020: Debut for BSC Young Boys

2021: Transfer to FC Winterthur

Winter 2024: Transfer to Como Calcio

Summer 2024: One-year loan to FC Zürich

Summer 2025: Transfer to Antalyaspor



I first met Sam in the summer of 2022, during the launch of FC Winterthur's kit for the 2022/23 season. Our team had been commissioned to produce a promotional spot for the club. Three players had been suggested to us as the faces of the campaign—players we would, as usual, meet for the first time on the day of the shoot.

In productions like these, footballers tend to behave in similar ways: polite, reserved, somewhat cautious, yet open and friendly. Sam was no exception at first. But the more we talked, the clearer it became that there was more to him than simple professionalism.

We exchanged insights—our world of content production, his world of professional football. And somewhere in between, I noticed something that even seasoned players rarely grasp consciously: as a footballer, you're not only an athlete; you are also a brand.

How you present yourself off the pitch is more than an afterthought—it can become the foundation for a potential second career. Not everyone becomes a Cristiano Ronaldo.

But anyone can refine their profile in a way that will bear fruit even five or ten years down the line.

Sam, barely 21 at the time, understood that.

He listened, asked questions, showed genuine interest without losing sight of what really mattered. "I'm convinced I can establish myself in the top European leagues in the long term. I know my potential," he said—not with youthful defiance, but with that quiet determination that doesn't need to be loud, "yet I want to leave my mark off the field too."

His development at FC Winterthur reflected this. In the first half of the 2023/24 season, he came into the spotlight: seven goals, three assists—across league and cup. It did not go unnoticed. By the winter break, he had already moved to Como 1907, a club with ambition, led by none other than Cesc Fàbregas.

A club that seeks not only to grow on the pitch but also to make a cultural impact—driven by a vision of creating global solutions for local ambitions. Rooted in its region, inspired internationally.

Como, the club on the lakeside, was at that time striving to return to Serie A after 20 years.



The stands became a meeting point for international guests, including Hollywood stars—and Rhuigi Villaseñor, founder of RHUDE, serving as the club's Chief Brand Officer.



Marcel Nalyan
Polaroid dye diffusion print
8.5 cm × 10.8 cm



Sam says with a smile:

„It was pretty funny. Sometimes the ball would roll out of bounds during training—and George Clooney would kick it back in.“

He, like many players from Como, lived in Milan—a stone’s throw from the training ground. And for Sam, who had been interested in fashion from an early age, this was more than convenient: “Even as a child, I liked wearing things that most others didn’t. At some point, I started researching—which brands existed, which cuts. Alongside music, fashion became a constant part of my daily life. And in Milan—with all its events, design shows, and Fashion Week—I was able to develop it further.”

In the summer of 2024, he returned to Switzerland for a season with FC Zürich. A conscious decision, both professionally and personally. He wanted to play at a consistently solid level—and at the same time create space for something that had long occupied his mind.

“I have many facets,” he says. “And it’s not always easy to find the right channels to show them.”

That’s why the idea for his own vlog emerged—created together with the team at Spyders and his longtime colleague Jack.

“I’ve always wanted to share content that shows me as I really am. There’s a lot of speculation about us footballers, often judged too quickly. I want to take control myself—and show who I am beyond the headlines.”

The vlog captures Sam’s world in episodes: off-season training and relaxed holidays, glimpses into fashion, music, and daily life. Not a polished image film, but a personal chronicle. Raw, honest—and deliberately told outside the bounds of the pitch.

Even during our shoot for the current issue, Sam wasn’t alone. A small team accompanied him—discreetly, yet attentively.

In the behind-the-scenes footage, he poses with a quiet ease. Nothing forced. It feels grown, not staged. Maybe because he wasn’t just wearing something—he brought his fits with him. Clothing he could call his own. Thought through, head to toe.

His style wasn’t just put together—it was curated. As he puts it:

“Of course, I wear the usual suspects. But I like to draw inspiration from brands from different regions—especially the US and Japan.”

He mentions his favorites almost casually—yet with a certain precision:

**Kapital
Chrome Hearts
Goyard
Enfants Richés Déprimés**

A style that strikes a balance between understatement and attitude, far from flashy trends, yet with a clear, confident voice.

And when it comes to his inspirations? He draws a distinction there as well:

“I view athletes and public figures differently. Athletes are often under constant scrutiny—they have less control over how they are perceived. Many spend more energy fighting an image than creating one.”

And yet, he names figures who shape his style:

**Odell Beckham Jr.
Stefon Diggs
Shai Gilgeous-Alexander
Devin Booker**

It’s clear: for him, it’s not just about looks, but about attitude, authenticity, and coherence. Not everyone wears a style—some live it.

Looking back at our first Clos Normand issue, one remark stands out: Nishan Burkart—the protagonist from the very beginning—described Sam as one of the most style-conscious teammates he has ever shared a locker room with. Perhaps here a circle closes—quietly, yet fittingly.



"I view athletes and public figures differently. Athletes are often under constant scrutiny—they have less control over how they are perceived. Many spend more energy fighting an image than creating one."

SAMUEL BALLETT.

Art Installation © Veli & Amos



When asked where he sees himself in ten years, Sam remains calm—but his vision is clear:

As a father, still active on the pitch, and as a businessman off it—perhaps even as the founder of his own fashion brand.

A life that isn't loud, yet is fulfilling. One that he shapes himself—both on the pitch and beyond.

And us?

We would be more than happy with this scenario. The young player we first met at FCW—reserved, curious, with an open gaze—seems not only to be walking his path, but shaping it step by step.

With style. With attitude. With substance.

A character with many facets.

Marcel Nalyan

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