

Cecil Purnell, only Tourbillons

Named after a figure of whom all that is left is an old black and white photograph, the expression of ultimate luxury, this fine watch brand entirely dedicated to tourbillons holds a place of its own.



Portrait of Cecil Purnell, the only black and white photo found to date. The brand is a tribute to his passion for horology.

Born as a tribute and dedicated to perpetuating the memory of a man, the Cecil Purnell brand has no history other than that of passion. From the age of 8, Jonathan Purnell, co-founder and chairman, began following in his grandfather's footsteps. He dismantled and reassembled timepieces and then, for a full 30 years, travelled the world on behalf of others, tracking down seasoned collectors, enlightened connoisseurs and unconditional aficionados. In his able hands, exceptional products became imbued with histories, anecdotes and memories. Having built up an address book filled with the names of prestigious families and royalty, he finally decided to pursue his own convictions – the aim being to make his own mechanical, exclusive and privileged treasures available to others in a reliable and fanciful manner. His brand was to make only watches equipped with a tourbillon.

Three passions united

This burgeoning enterprise was joined by Stéphane Valsamides, another passionately dedicated purist who also combines considerable experience in the sale of highly complicated models with a fervent admiration of traditional craftsmanship. The pursuit of perfection and fine workmanship thus formed the core philosophy upheld by the brand, also co-founded by Marcel Lachat, a Jura-based watchmaker to whom we owe some of the finest pages in regional watchmaking history, written in conjunction with legendary names such as Helios, Helvetia, Vulcain and Aubry Frères (in Le Noirmont). A graduate of the Porrentruy watchmaking school, this gifted artisan was involved in the operational side of the watch business for several years before his sub-contracting firm was bought up by one of Geneva's high-end watchmaking giants.

Rooted in excellence

The company naturally found its home in the Jura, relentlessly drawing upon the incredible network of local skills. It was in Alle that it decided to anchor its watchmaking



Three associates: Jonathan Purnell (chairman), Stéphane Valsamides (CEO) and Marcel Lachat (director).

PVD HAMBERGÉ, "ALL BLACK" SPECIAL EDITION

This elegantly sporting tourbillon timepiece naturally asserts a strong personality. Offering a powerful response to the lightness of passing time, the Hambergé expresses a resolutely epicurean Cecil Purnell attitude as it spins within its carriage, imbued with a desire for being rather than appearing. Carved from a single block of titanium, its complex case is built on a "sandwich" type assembly of eight parts, naturally extended by a supple rubber strap complete with a folding clasp bearing the CP initials. This virile and rugged model is well equipped to withstand pressure, since its water resistance to 8 atmospheres is an open invitation to explore the depths of the passion it will engender. Its rose gold pushers, which are also useful for correcting the day and date indications, admirably complement the well-balanced overall proportions – as do the carbon inserts on the bezel that subtly point towards its pleasing curves and broad caseband. This vigorous, high-tech and truly exceptional timepiece is a reassuring presence on the wrist. Its well-structured and sturdy design naturally appeals to enthusiasts also drawn to the fine workmanship embodied in its complicated mechanism. Clearly visible through the glareproofed sapphire case-back, it pivots at a touch that accentuates its noble rarity.





Brand launch in Hong Kong.

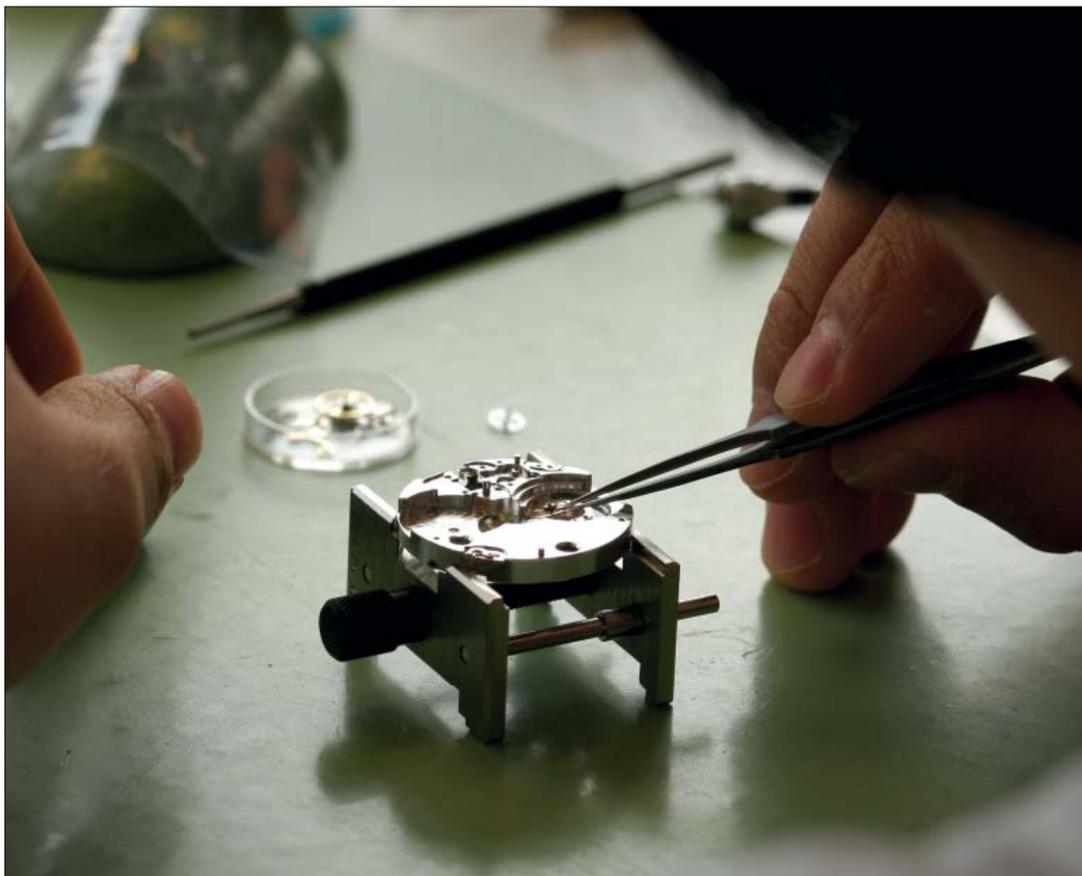
history pervaded by shared horological passions. Above and beyond a given geographical location, Cecil Purnell thereby plunges its roots into the heart of excellence and secures the cooperation of carefully selected suppliers, most of whom actively contribute to the ever-growing reputation of Swiss watchmaking. Long since accustomed to meticulous craftsmanship, these artisans have developed their skills in the field of subcontracting, working for the most prestigious brands and the best names in the field of ultra-thin, chronograph and perpetual calendar movements.

Its new proprietary calibre, developed with watchmaker Cédric Grandperret and his team, is causing quite a stir among aficionados and at exclusive international jewelers. Cecil Purnell timepieces, whether sporty or classy – all customisable in limited series on demand – embody the most advanced watchmaking skills. Driven by a determination to target perfection, the brand naturally adopts a purist's approach to finishing and materials.

Promising markets

Cecil Purnell appeals to a circle of connoisseurs and collectors, mainly in Asia, Russia, the Ukraine and the United States. Other markets are preparing to join the adventure, especially since the brand is pursuing its quest for excellence by taking up the challenge of achieving movement manufacturing independence.

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DANIEL LEVI RECEIVING A CECIL PURNELL WATCH
 In 2007, the unforgettable performer of the hit song *L'Envie d'Aimer* from the French musical *Les Dix Commandements*, was officially presented with a tourbillon watch by Stéphane Valsamides. The private event was suddenly transformed into an improvised concert. The operation stemmed from an encounter that took place during rehearsals several months previously in Paris. Himself part artist, part artisan, a gem-smith of words and sounds, the singer was naturally won over by the values of authenticity, rigorous standards and the craftsmanship talents of a 'confidential' horological production conveying a meaningful mechanical message. Later that year, Daniel Levi returned to the stage at the Petit Casino de Paris.



Devoted to producing nothing but tourbillons, Cecil Purnell naturally established its home in a cradle of excellence.

