



In the heart of the Jura mountain, watchmakers and... Cecil Purnell.

In Alle, deep in the Swiss Jura mountains, a history of watch-making, filled with shared passions, settles down completely within the manufacturing and mechanical workshop of "Horlogerie Allaine". Cecil Purnell, a Swiss brand, is already well-established in Asia, Middle East and the United States. The result of such a success is the acquisition of a piece of land, which will allow enlarging the workshop adding new space.

Fifteen people, of whom nine watchmakers, participate in Cecil Purnell's adventure under the leadership of the man with "gold fingers" - Marcel Lachat - born locally and co-founder, well-known for his technical added values.

Familiar with meticulous and minute work, Cecil Purnell's craftsmen have acquired their know-how in the universe of subcontracting, working for the most prestigious signatures of the Swiss "Haute Horlogerie", famous names of the ultra-flat, chronograph and perpetual calendar movements.

Their reputation in the realm of the technical added values of encasing (assembling of the watch cases, movements, dials and hands) or ultimate finishes, leads them to sublimate constantly the standards such as "Côte de Genève", to master the blueing of the screws, the décor or the neat beading "perlage" as well as the most interventionist creations on most complicated mechanisms such as the tourbillon.

Not far from the walls of the century-old "Ecole d'Horlogerie de Porrentruy", guarantor for future motivated watchmakers, Marcel Lachat's workshop polishes up Cecil Purnell timepieces. By means of research of independence, this brand celebrates three different models of the tourbillon movement.

Surely, the Jura, so rich in watch-making history pages, will express equal gratitude to another glorifying region of the manufacturing industry and Cecil Purnell certainly intends to participate in bringing its contribution.

