

CECIL PURNELL NEWS

Geneva, January 2009

Technical Data: :

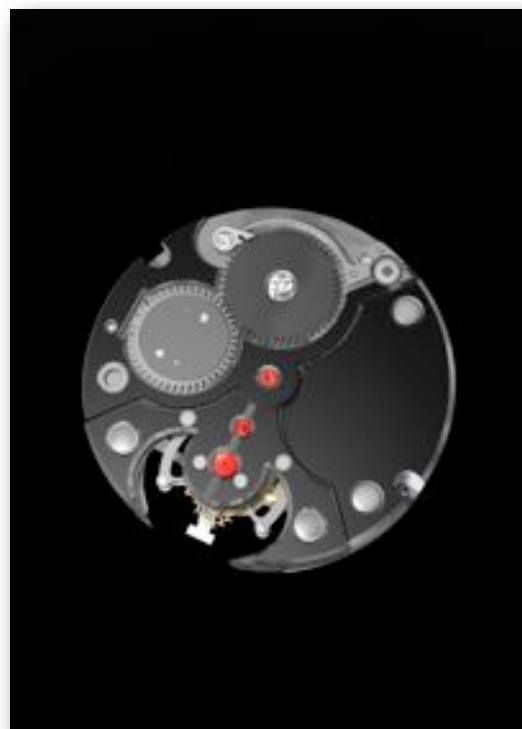
Calibre CP 3000
Tourbillon
Visible at 6 o'clock.
Round 13 1/4 movement.
Manual winding.
21,600 vibrations per hour (3Hz).
45-hour power reserve.
Diameter 30.40.
Torque: 4.556 N.mm



Tourbillon CP 3000, Independence! Cecil Purnell introduces his own calibre

Developed by Sébastien Rousseau

The only brand in the world dedicated to only making timekeepers equipped with a Tourbillon, Cecil Purnell continues its quest for excellence by now producing its own calibre, the CP 3000. Faithful to its Jurassian roots, this very prestigious and private brand entrusted the development of this calibre to the watchmaker, Sébastien Rousseau. Its particular design and its singular appearance are the result of long and meticulous research that also allowed the discreet display of the two initials along the circumference.



Back view of the Calibre CP 3000 >>





«A tribute! In homage to the memory of a dear relative, the brand Cecil Purnell owes its name to the grandfather of Jonathan Purnell.»

<< Jonathan Purnell (left) and Cecil Purnell (below)



Three founders, a tribute Complementary passions and skills

By Joel A. Grandjean

Cecil Purnell

Nearly a century ago, in the French region of Besançon, while recuperating from wounds suffered during the war, Cecil Purnell became enamoured with the art of watchmaking, its fascinating techniques, and its wonderful mechanics.

Passionate and curious about time-keeping, he ventured into the Vallée de Joux, where he became particularly interested in the toubillon movement of Abraham-Louis Breguet, the supreme symbol of sophistication and unequalled mastery in the art of time. The

only object remaining of Cecil Purnell is a single faded black and white photograph. Now, his grandson is dedicating his inherited passion to his grandfather, and is creating much more than watchmaking history. He is producing excellent collections and models that remain rigorously true to his open and perfectionist spirit.

This touching tribute also has its responsibilities, such as making the values of haute horlogerie accessible to the greatest number of people, or that of ensuring the reputation of the brand in the firmament of haute horlogerie.

Only Tourbillon Swiss Haute-Horlogerie, Jura

All roads lead to Alle (JU)...

Jonathan Purnell

When he was eight years old, Jonathan Purnell, fascinated by his grandfather's timekeeping, was already dismantling and reconstructing watches. Working for well-known Swiss brands, Jonathan travelled the world for 30 years in search of knowledgeable watch fans, well-informed collectors, and avid aficionados. Exceptional products charged with history, anecdotes, and memories passed through his hands. His address book contained the names of prestigious families and men of power. Landing in Malaysia, he decided to follow his own convictions: to make certain exclusive and hitherto reserved mechanical treasures, such as the Tourbillon, accessible, in a reliable and imaginative way, to a larger number of people.

Stéphane Valsamides

Full of purist watchmaking visions, Stéphane Valsamides also has much experience in the watch market and the business of high complications and exceptional timepieces. For a number of famous names, he has travelled the world, attending openings of manufacturing facilities, and nearly inevitably crossing paths with Jonathan Purnell. His fascination for "old-world" craftsmanship and the pursuit of perfection led him to share his passion, and he decided to take on a new set of challenges. Co-founder of Cecil Purnell, he has written the brand's enduring story and its quest for excellence. Finally, he has realized the dream of having a real stamp of quality signifying that the brand's Swiss Made timepiece has been 100-percent produced in the Jura region.

«Cecil Purnell remains a rare and prestigious brand. With a small annual production of Tourbillon timekeepers, the brand has made the Jura its manufacturing hub, as can be seen by the list of its suppliers.»

Marcel Lachat

Marcel Lachat is responsible for Cecil Purnell's venture into the manufacturing realm. Accredited watchmaker from the well-known watchmaking school in Porrentruy, Marcel Lachat has spent many wonderful hours working with such legendary brands as Helios, Helvetia, Vulcain, as well as famous manufacturers such as Aubry Frères (in Noirmont). Fascinated by the universe of grand complications, chronographs, calendars, extra-flat movements, and tourbillons, and with more twenty years of experience at the bench, he created his own atelier. On a well-travelled road, magnifying glass riveted to the eye, he worked primarily as a sub-contractor for the most famous watch brands. In 2008, one of these brands purchased his enterprise. The arrival of the watchmaker-developer Sébastien Rousseau allowed Lachat to leave his operational role to concentrate on other things.



Cecil Purnell

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Jonathan Purnell,
founder.

At left >

Stéphane Valsamides,
co-founder.

At right >

Marcel Lachat,
watchmaker, partner



**Tourbillon
Calibre CP 3000**

Numbered movement, decorated with the "Côtes de Genève" pattern with "round" motifs, Perlage of the plate and bridges, blued screws, and quality control tests lasting ten days with the watch in five different positions: HH, HB, VD, VG, and VB.



Tourbillons Central Hands 'Soleil-Baton' & 'Semi-Pave' models

Soleil-Baton

Référence #:

21csP3900WG.21SS

Total weight is approximately 143 grams.

Case and crystals:

White gold case (with palladium 150) in three parts with a chased bezel and screw-in case back secured with six screws. Ø 43 mm, thickness 9.8 mm. Anti-reflective domed sapphire crystal over the dial, sapphire crystal case back. Water-resistant to 30 metres (3 ATM)

Hands:

Upon request, a "superluminova" material can be applied to the hands, numbers, and hour markers for improved night visibility.

Dial:

Gleaming silver "soleil" dial decorated with enamel, with silver "Baton" hour markers.

Bracelet:

Crocodile leather with white hand-sewn stitches. Artisanal finishing. Clasp adjustable with a turn of the hand.

Variations & finishings:

Available in a rose gold case (5N18) or in PVD. Various colours of dials allow personalization of the timepiece: dark grey, brown, enamelled or matte. Also available with Arabic numerals in white, black or off-white.

Semi-Pave

Référence #:

20cs4900RGD.18RS-01DB-01DL-01DCX

Case and crystals:

Case in red gold, with white VVS1 diamonds set on the crown, horns, and clasp. Larger white VVS1 diamonds set on the sides (4.77 carats). In three parts, with a chased bezel and screw-in case back secured with six screws. Ø 38 mm, thickness 9.8 mm. Anti-reflective domed sapphire crystal over the dial, sapphire crystal case back. Water-resistant to 30 metres (3 ATM)

Hands:

Upon request, a "superluminova" material can be applied to the hands, numbers, and hour markers for improved night visibility.

Dial:

Pink gold, semi-pavé, with concentric circles formed by white VVS1 diamonds for a total weight of 0.95 carats.

Bracelet:

Crocodile leather with white hand-sewn stitches. Artisanal finishing. Adjustable clasp.

Variations & finishings:

Available in a white gold case. All variations of pavé settings are conceivable.



PVD Hambergé, «All Black» special edition

The must: with carbon inserts

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Equipped with the new Cecil Purnell calibre CP 3000.
Complex case composed of eight component parts,
overlapping like a sandwich and secured
with 4 screws in red gold.
Ø 57.50 mm x 46.20 mm, thickness 12.9 mm.
Anti-reflective domed sapphire crystal over the dial, sapphire
crystal case back.
Water-resistant to 80 metres (8 ATM)
Weight of the piece: 149 grams



Référence #:
20csP8000TGB.14BMP





«In order to be at the heart of his watch fabric and near his suppliers, Cecil Purnell established his Atelier-Fabrique in Alle, thus becoming the only Swiss haute-horlogerie brand to be located in the Jura»

A watchmaker practices her art (left)
View of part of the Atelier-Fabrique (below)



Opening of the Atelier-Fabrique Cecil Purnell in Alle (JU)

TàG Press +41

In Alle, in the Swiss Jura region, the history of watchmaking, steeped in passions handed down over generations, transcends the heart of the Swiss mechanical and manufacturing universe. It is in this land, rich in talent and savoir-faire, where the Swiss brand Cecil Purnell produces for its markets: Asia, Middle East, United States, Russia, Ukraine, and soon Switzerland and Turkey. His meticulous and limited annual production, made up of only Tourbillon timekeepers, brings glory to a region known for meticulous and minuscule work, to its artisans, and to its ancestral metiers. The watchmakers at Cecil Purnell come from the tradition of working as sub-contractors for the most prestigious names in Swiss timekeeping, those known for the extra-flat movement, the chronograph, and the annual calendar. Their reputation in the area of technical added-value, assembly (assembly of cases, movements, dials, and hands), and final finishing, means that they naturally adhere to high standards, with decorative techniques such as the “Côtes de Genève.” They have also mastered the techniques for blueing screws and creating intricate decorations and Perlage. Their innovative creativity lends itself well to mechanisms as complicated as the Tourbillon. And, Cecil Purnell produces only Tourbillons. It is in the brand’s DNA.

A few suppliers:

Jurassian Arc > Cases: MRP SA (Alle) - Wiser SA (Glovelier)
Dials: Lechenne SA (Courtedoux)
Movements: Sebastien Rousseau (Saignelégier) - Joray & Wyss SA (Délémont) - Preci-Coat SA (Chaux-de-Fonds) - Stone-setting: Horlyne SA (La Chaux-de-Fonds)

Other regions in Switzerland >

Hands: Estima SA (Grenchen)
Bracelets: Alphacuir SA (Acacias) – Leather work: Vaudaux SA (Vernier/GE) - Photos: Atrium SA (Cormondrèche)
Bracelets/Other: Trecor SA (Chiasso)