

bite**watches**

PRECISION OF *Excellence*

LUXURY INTERNATIONAL DISTRIBUTORS, EXCEDO LUXURIA, JOIN FORCES WITH PRESTIGIOUS TIMEPIECE MAKERS, CECIL PURNELL, TO PRESENT THEIR COLLECTION OF EXCLUSIVE TOURBILLION WATCHES. AMANDA BLAKE FINDS OUT MORE.

Renowned distributor of bespoke jewellery and luxury brands, Excedo Luxuria, have recently partnered with Cecil Purnell, makers of exquisite Tourbillon watches, and will now become the exclusive UK distributor for the brand. Excedo Luxuria's company motto is "luxury with innate desire," and their aim is to provide bespoke gifts that are unique to each person.

Originally launched in 2006 by Romeo Pascal, Excedo Luxuria started as a boutique firm that specialised in jewellery for discerning customers. After Ritul and Rahul Kapoor took over as joint CEOs in 2010, the company continued to excel, and later that year became the exclusive distributor throughout India, the United Kingdom and the Middle East for Italian-based footwear and accessories brand, 59 Bond Street. The range of brands currently includes Cecil Purnell, Thomas Prescher Haute Horlogerie, and 59 Bond Street. Each one is a great choice for a special gift, whether for a birthday, anniversary or simply because you want to give someone a luxurious and personalised treat.

Having established a reputation for quality bespoke watches; Cecil Purnell prides itself on following and preserving traditional methods of watchmaking. Their main focus is extensive attention to detail, while utilising the highest quality materials to produce high-end luxurious Tourbillon pieces. The collection includes the Classique 43, a centre hand calibre piece with sapphire transparent dial and dauphine index encased in a choice of rose gold or white gold. The black matte crocodile leather straps have white stitching and a rose gold or white gold CP Ardillion buckle. Similar to the Classique, the Joaillerie Sertie 43 has a palladium casing in a choice of rose gold or white gold and bezel handset with D.E. colour VVS1 stones. The transparent dial is the same as is the leather strap but set with matching stones. The La Croix

is uniquely different with the face in the shape of a cross. The casing is in rose gold and also has a sapphire transparent dial and dauphine index in the same colour. The strap is black CP rubber with a deployment buckle.

With every Tourbillon watch made specially to order, with full consultation and involvement with the client, there is a real sense of having a bespoke personalised service throughout. For real watch enthusiasts, Excedo Luxuria can also organise an excursion to the Swiss factory where Cecil Purnell watches are made, either for a personal consultation with one of the specialists involved or just to see the manufacturing process taking place. With only 75 watches made each year, the sense of exclusivity and luxury can be appreciated.

To have a watch made that's truly unique and distinctive; your new timepiece can be individually customised. Crocodile straps, white gold or platinum detailing? Not a problem for Cecil Purnell and neither are diamonds or rubies, if you prefer. Each individual commission is made to order in Switzerland, taking an average of between three and six months to complete. Cecil Purnell's focus is on producing Tourbillons exclusively to ensure that the pieces will always be of the highest quality.

For classic and timeless elegance, combined with cutting-edge design, Excedo Luxuria is a great choice for anyone looking for a special and uniquely stylish gift. Founder

of Excedo Luxuria, Rahul Kapoor, says of the new partnership: "Our non-paralleled service, expertise and stable of ultra luxury is renown, and we continue to exceed customers' expectations."

Further information on all the brands offered by Excedo Luxuria can be found on their website, at www.excedoluxuria.com and the international company has offices in London's prestigious Hanover Square as well as New York City, India and Moscow.

You could also visit Cecil Purnell's website at www.cecilpurnell.com for full details of their Tourbillon watch collection.

