



PRECISION PERSONIFIED

Fine watchmaking brand Cecil Purnell creates yet another masterpiece creation that highlights the brand's dedication to precision and perfection.

The esteemed watchmaking brand dedicated exclusively to Tourbillons, Cecil Purnell marks the move of its technical office to Geneva with the introduction of a new model that maintains the consistency of the key elements of the brand's corporate philosophy – its knowhow, its independence, its commitment to the true values of Haute Horlogerie. The unveiling of the Caliber 3888 bolsters the brand dedicated exclusively to Tourbillons in its mastery of

complications. The lifting of the dial, reveals the depth, complexity and finishing on a mechanism transcended.

Cecil Purnell's in-house 3888 caliber, proudly developed with watchmaker Cedric Grandperret within reputed micro-manufacture Magma in Geneva, was envisaged to provide a novel perspective to the meticulousness of fine watchmaking. The resulting mechanical masterpiece exudes the movements' echelons and finest finishes, emanating as an

expression of a timeless aesthetic that marks the exclusive classic models the brand has to offer. The movement comprising 190 components draws on an elevated sapphire ring and dauphine markers (floating at 1.4 mm above the bridge) to accentuate the entire movement face, although it is not to be mistaken with a skeleton. Complementing the Tourbillon mechanism, delicate finishing reinforces the depths and beauty of the entire movement. ■

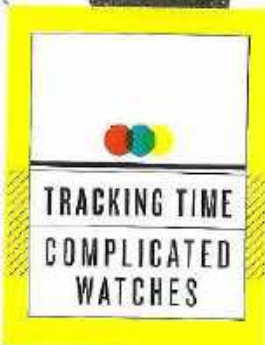
HUBLOT 'CATHEDRAL' MINUTE REPEATER TOURBILLON AND COLUMN WHEEL CHRONOGRAPH

This watch has three coveted complications, a minute repeater watch featuring two 'cathedral' type gongs, a tourbillon and column wheel chronograph, with carbon fibre bridges, in a case made from carbon fibre. The minute repeater, activated by means of a lever situated between 8 and 10 o'clock, sounds the hours, quarter-hours and minutes. It is integrated into the King Power case middle, just like the chronograph control push-piece is subtly integrated into the watch's crown.



LONGINES MASTER COLLECTION RETROGRADE MOON PHASES

This watch which comes in 41 mm and 44 mm cases features four retrograde hands which indicate day, night and phases of the moon. Apart from the regular functions it also features a 24-hour second time-zone on the left-hand side of the dial and a small seconds area at 6 o'clock.



MONT BLANC TOURBILLON MYSTERIEUSE

This 47 mm watch in a white gold case features a manual winding movement and a 1-minute tourbillon at 12 o'clock. The hour and minute hands are indicated on sapphire crystal disks.



CECIL PURNELL LA CROIX

The first thing you notice is the uniquely stylish dial. Then there are the applied hour-markers with suspended tips. The tourbillon is on display at 6 o'clock. Powered by tourbillon CP 3888 caliber movement which offers 60-hour power reserve. It is embellished with 19 jewels.

ESSENCE OF TIME

Bedat & Co. is feeling the wind of change but remains firmly rooted to its core values

THE LAST TWO YEARS HAVE BEEN eventful ones for luxury watch brand, Bedat & Co., with the passing of founder Madame Simone Bedat and the change of hands to Malaysian company Luxury Concepts bringing new tidings. "The 2010 collection is a rebirth for the brand," says Director of Creations, Dino Modolo, who was in Kuala Lumpur for A Journey Through Time IV. A close personal friend and long-time collaborator of Madame Simone, it was the brand's continued commitment to remain rooted to its core values which convinced Modolo to stay on in his position, creating exquisitely beautiful timepieces made with authentic Swiss expertise.

The 2010 collection, on prominent display for this exclusive event, is an excellent example of Bedat & Co.'s roots and its core values, predominantly about getting in touch with the feminine side. "For Bedat, since the first moment of putting pencil to paper, ladies are present in our minds. Not only in terms of aesthetics but also in terms of behaviour, occupation and what it means to be a woman today," says Modolo. The feminine design is related to the spirit of female empowerment and to the indomitable spirit of the founder herself as a single woman and mother. Then there is the engineering to suit the smaller, daintier female wrist. Other brands downsize their men's watches to suit the ladies, but in Bedat, that is not the case. In fact, it is the other way around.

Bedat & Co. enriched its No 2 and No 8 lines with models reflecting its Art Deco traditions and the exceptional techniques of the best Jura craftsmen. Excitingly, it has also developed an haute joaillerie line called Extravaganza, to create rare masterpieces for the brand. Four watches were launched in this line, from Ref 880 to 883, with designs playing with the brilliance of baguette-cut diamonds or in the case of Ref 883, an exceptional mother-of-pearl Art Deco marquetry.

Cecil Purnell
Classique 43



Cecil Purnell
Hambourg

STEELY FOCUS

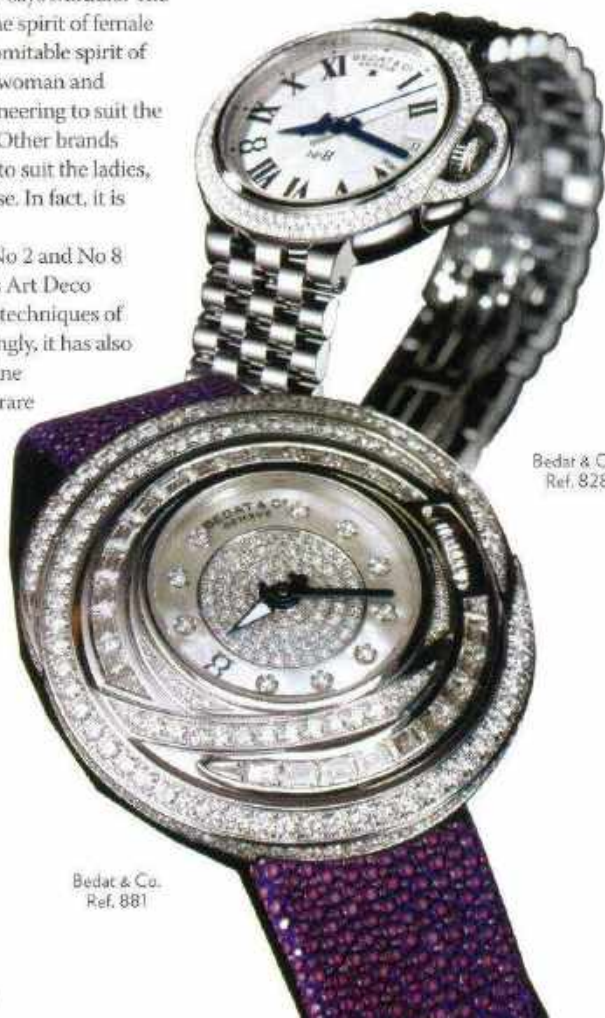
Cecil Purnell keeps its goals clear by producing only tourbillons

A YOUNG WATCH BRAND, THE HIGHLY exclusive Cecil Purnell was founded in 2006 by friends united by their passion for Swiss watchmaking and committed to only producing Tourbillons. "The most fun watch or the most aesthetically pleasing to own is the tourbillon. We will not make anything but the tourbillon, we're going to be in the premium category; it is better to just focus on one thing," says Jonathan Purnell, whose grandfather, a collector and connoisseur of fine watchmaking, inspired the name of the brand.

A small setup, Cecil Purnell makes about 50 watches a year. Their point of differentiation is that they manufacture their own movements through the acquisition of a majority in Magma Concept, a movement creator and designer of watches. Because of their small size, they can easily accommodate requests for customised pieces. "What we try to give our customers is an extremely limited edition article, something which denotes a tremendous amount of classic," Purnell says.

This year Cecil Purnell achieved a milestone manufacturing their own caliber, the CP3888, with a priority on precision but with guaranteed power reserve of up to 60 hours. Composed of 190 components, entirely hand-finished by the craftsmen, it is realised in two models, the Classique 43 and 47, while the Hambourg runs the older CP 3008.

Bedat & Co.
Ref. 828



Bedat & Co.
Ref. 881

Radiant Rado

The Rado eSensa Colours range displays seamless design through both shape and styling, instantly attracting the attention of the senses of sight and touch.

Rado r5.5 Colours is another addition. Four new additions to the award-winning Rado r5.5 line present a colour palette of violet, blue, beige and brown. Makes a great V-Day gift.

Availability: all Rado stores across India.



Cecil Purnell

Cecil Purnell, the only Haute Horlogerie brand to deliver exclusive Tourbillons has entered into a partnership with Excedo Luxuria to exclusively distribute Cecil Purnell watches in India. The Hamberge is defined by an increased aperture on the dial and decoration on the case including engraving on the bezel. Available all over India.



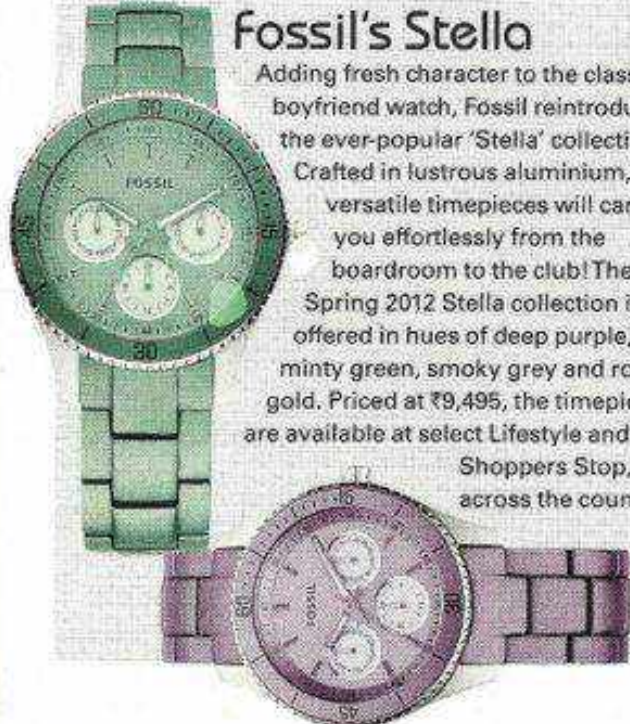
Raymond Weil's Jasmine

Raymond Weil has introduced a full-bodied, voluptuous and yet delicate, Jasmine. The feminine collection of the Swiss watchmaking brand, adorns itself in all its finery, blossoming like beautiful of flowers on ladies' wrists. Jasmine, a name from a far-away place, from Asia and the Orient, embodies the absolute femininity of its wearer. However, the Raymond Weil woman is as varied as the flowers in a garden. In its automatic or quartz version, with a 29 or 35 mm diameter, with or without a diamond setting, in stainless steel or pink gold, the Jasmine will light up a woman's eyes from East to West. In its version on a leather strap, the new-born from Raymond Weil would be perfect for an evening in town with its pink gold case and its diamonds reflecting like Bengal lights. Jasmine, more than an emblem, is a homage to women! The price range of this masterpiece starts from ₹1,62,325.



Fossil's Stella

Adding fresh character to the classic boyfriend watch, Fossil reintroduces the ever-popular 'Stella' collection. Crafted in lustrous aluminium, these versatile timepieces will carry you effortlessly from the boardroom to the club! The Spring 2012 Stella collection is offered in hues of deep purple, minty green, smoky grey and rose-gold. Priced at ₹9,495, the timepieces are available at select Lifestyle and Shoppers Stop, all across the country.



Officine Panerai

Dedicated to fans of technical grand complications, the Luminor 1950 Equation of Time Tourbillon Titano, 50 mm L'Astronomo by Officine Panerai is a tribute to the genius of Galileo Galilei, a combination of some of the rarest, fascinating specialities in watch-making. L'Astronomo is the most technically sophisticated wrist watch ever produced by Officine Panerai: a tourbillon with equation of time, indication of sunrise and sunset times for the city chosen by the purchaser and depiction of the night sky of the same city on the back plate.



A Pick of the best, the latest, the greenest, the quirkiest, the most luxurious... that money can buy



STYLE

Watch This

The **Hamberge** by Cecill Purnell is defined by a newly designed case with an increased aperture on the dial and decoration on the case. The custom CP rubber strap and anti-reflective sapphire crystal add to the character of the watch. Its identity is also enhanced by a super-luminova dial that has an opening at six o'clock. cecilpurnell.com



COMPLICATED CREATION

THE NEW GMT model from Greubel & Forsey, which debuts this month at SIHH, marks a significant milestone for the brand, as it is the company's first timepiece to feature a complication other than a tourbillon. In this case the watch is distinguished by an eye-catching rotating globe offering a view of the time all over the world, as well as a 24-second tourbillon.

Nestled at 8 o'clock, the 'flying' titanium globe is ingeniously secured at just one end of its rotational axis—the South Pole—allowing for optimal views. While the globe makes one complete rotation every 24 hours counterclockwise, the position of the continents can be neatly cross-referenced with the 24-hour, day-and-night indicator on the equatorial chapter ring. The nighttime hemisphere is indicated by a blackened half of the ring around the globe, while a whitened portion indicates the daytime hemisphere. On the back is the 'worldtime' disc bearing the names of 24 cities each representing one of the different global time zones.

PRICE

\$650,000



NEW CASE

CECIL PURNELL IS an haute horlogerie brand specializing in the creation of watches with tourbillon escapements. The Swiss-based firm, which recently relocated to Plan-Les-Quates, in the Canton of Geneva, recently announced its new La Croix model. With La Croix, Cecil Purnell demonstrates that its strengths go beyond the merely technical, and extend to bold and creative case design. Cecil Purnell's La Croix is shown here in rose gold and is also available in white gold; its dimensions are large and modern: 47 mm from top to bottom and 51 mm from side to side. The movement powering the piece is the in-house CP3888, a manually wound tourbillon caliber with 60 hours of power reserve.

PRICE

\$153,000

MECHANICAL MOVE

As a brand that's dedicated to only creating tourbillon timepieces, **Cecil Purnell's** Classique43 Joaillerie is the perfect amalgamation of technology and design. ₹1,12,06,250.

FAST PACED

Breguet's newest timepiece, the Type XXII, is the brand's first and only series-made mechanical chronograph with 10hz frequency. Price upon request.

RACE AHEAD

The new pavé edition of **Tag Heuer's** Formula 1 Lady Steel & Ceramic dazzles with its rich aesthetic. ₹2,25,000.

DIAMOND DOSE

A slimmer size, paved case, and playful diamonds that move and swirl around its dial, make **Chopard's** Happy Sport Oval Full Set the collection's most exotic version yet. Price upon request.

IT'S A DATE

Harry Winston's Midnight Big Date comes equipped with a self-winding movement along with a date display at six o'clock. ₹19,59,000.

MOON PHASE

With a steel bezel comprising of fragments from the Apollo XI spacecraft, a mineral structure containing moon dust, and hands that are inspired by spacecraft solar panels, **Romain Jerome's** Moon Dust-DNA Steel Mood is a lunar ode. Price upon request.

SPORTY CHIC

Longines's Sport Collection gets a feminine touch with the sparkly Ladies Diamond Conquest. ₹1,02,000.



By Preetika Mathew Sahay
SEE WHERE TO BUY FOR DETAILS

STYLE TIMELESS



"IF YOU
DON'T
HAVE
TIME TO
DO IT
RIGHT,
WHEN
WILL YOU
HAVE
TIME TO
DO IT
OVER?"

—JOHN WOODEN



Grandfather's CLOCK

AS A RELATIVE NEWCOMER TO HAUTE HORLOGERIE,
CECIL PURNELL IS WITHOUT COMPROMISE WHEN IT COMES TO
ITS EXQUISITE TOURBILLON WATCHES.

BY GOVIND DHAR



Deciding to start a fine watch company at the age of 50 takes some doing, especially when you plan to make only tourbillon watches and have the movements made entirely in-house. "We chose not to be the watch for everybody but to make only tourbillons, because it was always classed as the highest pedigree in watchmaking circles," says Jonathan Purnell, chairman and managing director of Cecil Purnell, a company he named after his grandfather. While a number of newer watch brands including those from high fashion houses opt to buy movements from established third parties, Jonathan knew that to aim to rank among the best

The approximately ₹1 crore Cecil Purnell La Croix (top) and the La Grande Date (above) debuted at the Baselworld watch and jewellery fair earlier this year.

watchmakers in the world, he would have to be in complete control of the creation and quality of his watch movements—an expensive proposition in a world where outsourcing has become an easy option. “Our watches are not made by a third party watchmaker in the lost areas of Switzerland, and 80 per cent of our components are made in-house.” Headquartered in Fribourg, Switzerland, Jonathan and partners Marcel Lachat and Stéphane Valsamides spent some years scouring the Jura valley and testing watchmakers who could create tourbillons and movements exclusively for the company. They found few who could live up to their expectations. “We were disappointed with what we found so we went on looking for other suppliers and movements. We could have gone to Renaud & Papi and the company that made movements for Chanel, but this would put us in the OEM [Original Equipment Manufacturer] category.” Resisting the option to simply acquire movements from third parties, the trio would spend some years getting their formula right. In fact, Purnell would go on to buy out an independent watchmaker and then exit the company when its priorities didn’t align with the chairman’s. Today, the company has retained two watchmakers to exclusively make movements for Cecil Purnell.

To further differentiate his watches, Jonathan sought to create a specific tourbillon. “Our movements run at 21,600 vibrations per hour, which is one of the hardest watches to adjust, but it is one of the most reliable frequencies for a tourbillon at 3Hz. You are then getting a movement that’s highly accurate. We also put our tourbillon cage between two bridges, which is the traditional way

of doing it. Flying tourbillons didn’t exist for 150 years because they couldn’t make ball bearings small enough to make them work. If you take Vacheron Constantin and Patek Philippe—they don’t make flying tourbillons because they make it the traditional way—between two bridges. We do the same thing,” he says.

With a life spent in the collection and sale of diamonds, estate jewellery, and vintage watches for himself, international royalty and magnates, it could be said that Jonathan Purnell knew exactly how to source the right

would do all the oiling and calibrate the watches by hand... by stopwatch. The fantasies and the ideas that come from such moments back then are still vivid in my mind.”

Exclusively available in India through Excedo Luxuria, Cecil Purnell’s approximately ₹1 crore watches made an appearance at the Baselworld watch and jewellery fair earlier this year. While their La Grande Date certainly caused a stir, the showstealer was a model that was debuted alongside it—the La Croix. “In the La Croix, we were looking for something on the visual

Miniature gold carvings of Hindu gods Ganesha and Lakshmi will appear in a La Croix model as an example of Cecil Purnell’s customisation services.



ingredients to start a bonafide haute horology company. But despite a history of dealing in beautiful objects old and new, few ingredients for his venture could contend with the magic of watching his grandfather fix watches when he was a child. “It was my grandpapa who instilled the love of watchmaking in me,” he says. “He was injured in World War I and gassed by the Germans, so he was sent to recover in Besançon, near the Swiss border. I spent a summer with him when I was eight and saw him take watches apart and put them together again at his *tablier*. You didn’t have the machines that you have today, so he

side that was so iconic you would recognise it from a distance, just like you’d recognise a Patek Philippe Nautilus or the Audemars Piguet Royal Oak Offshore,” says Purnell. And how would old Cecil feel about that? “I think if my grandpapa saw the direction we’re taking the company in, he’d be ecstatic,” says Purnell. “However, if I showed him the Hambergé [one of their sportier models], I think he’d probably roll over in his grave.” ■

Cecil Purnell, www.cecilpurnell.com;
Excedo Luxuria, +44 33 0001 0581,
www.excedoluxuria.com

Cecil Purnell’s watches embody a traditionally crafted tourbillon with a bridge across two plates and partly skeletal features to show off the models’ finer details, such as in The Classique.

Cecil Purnell

Available at: Excedo Luxuria India, Gurgaon

Price: On request



CK Accent

Available at: All CK Outlets and major watch stores across India

Price: ₹ 17900



Dior Christal Pink Gold 33mm Green Alligator Strap

Available at: Dior Boutique at Emporio, New Delhi; Swiss Boulevard, Watches of Switzerland, Dior Boutique at Taj Mahal Hotel, Mumbai;

Zimson UB City Mall, Bengaluru; The Helvetica, Chennai

Price: On request



Parmigiani Kalpagraph Savane

Available at: Johnson Watch Co, New Delhi and Rose - The Watch Bar, Mumbai

Price: ₹ 35 lac



Tissot T-Race Danica Patrick

Available at: Ethos, Terminal 1C, CSIA, Mumbai and Kapoor Watches Co, New Delhi (Limited Edition 2012)

Price: ₹ 52100