



THE 43MM LE CLASSIQUE IS MADE WITH A WHITE GOLD OR ROSE GOLD CASE (PICTURED), WHICH CAN BE PAVED WITH DIAMONDS FOR AN ADDED TOUCH OF SPARKLE.



SPIN ZONE

Cecil Purnell's lifelong pursuit of the tourbillon mechanism began in the early twentieth century in Besançon, France. Purnell's fascination with the intricacy of mechanical movements and his refined taste for classic timepieces left a lasting impression on those who knew him—especially his grandson Jonathan.

INSPIRED BY HIS GRANDFATHER'S gift, Jonathan, together with good friend and experienced watch enthusiast Stephane Valsamides, established the Cecil Purnell brand in 2006. Today, united by a shared passion for Swiss watchmaking, Jonathan and Stephane have partnered with independent movement manufacturer Cedric Grandperret to elevate the Cecil Purnell brand to the level of independent micro-manufacture.

The only Swiss watch brand to create exclusively tourbillons, Cecil Purnell continues to honor its namesake's legacy by holding firm to the belief that the tourbillon movement is and will remain the benchmark of watchmaking expertise.

"We believe the creation and craftsmanship of the tourbillon illustrates the pinnacle of artistry in watchmaking," says Nikolas Parser, the brand's Business Development Manager in North America. "We at Cecil Purnell are dedicated to making only tourbillons. Specializing in the tourbillon helps us deliver the utmost quality and value, and advance towards our mission of setting the standard in our craft."

The company's guiding principles are know-how, independence and dedication to the true values of Haute Horlogerie.

"As artisans, our philosophy hinges upon preserving the traditional watchmaking standards and we pride ourselves on attention to detail and incorporation of the finest materials," explains Parser. "Our strategy and efforts

coincide with this, including the development of our own in-house calibers, and our achievement of micro-manufacture level. We voluntarily limit production and emphasize hand-finishing, precision, and reliable solutions."

THE COLLECTION

BLENDING CLASSIC STYLE with technical expertise, the Classique 43 is powered by the caliber CP3888, which has equipped the company's

watches since 2010. Featuring a central-axis tourbillon between two bridges, this movement has been a staple of the Cecil Purnell Ateliers, recently relocated to Plan-Les-Oates. The 43mm white or rose gold case, which can be paved with diamonds for an added touch of sparkle, surrounds an elevated sapphire crystal dial that provides the wearer with a close look into the heart of the watch.

The sporty Hambergé is characterized by a large titanium case, luminous dial and the slightly modified CP3008 caliber.

Last year, the brand introduced La Grande Date, featuring the all-new caliber CP3988. Available in white or rose gold, the new CP 47 case allows for optimal use of the big date function without sacrificing style. The large date display mechanism is situated at 11 o'clock, with the big date being adjusted by a pusher in the crown.

The brand's innovative spirit is evident in the floating sapphire crystal dial of the bold La Croix collection, which has at its heart the caliber CP3888 and comes on a sporty black rubber strap. The complex 5-axis case integrates a convex-cylindrical sapphire glass built in four parts. Another interesting feature of the dial aesthetics is the indices, whose corners are floating.

The Cecil Purnell collection is customizable on request in limited editions, range in price from about \$80,000 to \$200,000. ●