



LONVILLE

1873

BREAKING  
50 YEARS  
OF SILENCE

Virage brings Lonville back to the world of luxury watch making after more than 50 years of silence



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"A hidden gem"

*Watch Paper 2016*



WE PASSIONATELY CREATE  
EXCEPTIONAL WATCHES  
IN VERY SMALL SERIES  
FOR WATCH ENTHUSIASTS





# LONVILLE

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Founded in 1873, Lonville produced wonderfully decorated pocket and wristwatches in small series. During the mid-1950s manufacture gradually slowed and Lonville fell silent. Until now.

After re-discovering Lonville in 2007 a small group of watch enthusiasts decided to breathe new life into the brand, staying true to the concept of great watch making in small series at exceptional standards.

Design inspiration is taken from vintage Lonville timepieces, and from our beloved world of classic cars, jazz and boats. Eight years of passion and persistence allowed us to realise our dream.

We work with exceptional Swiss craftsmen, special materials and unique movements. Our watches are uniquely labelled 'All Swiss', this is a watch making philosophy that goes much beyond the standards of 'Swiss Made' that allows various non-Swiss components to be used.

Just 18 pieces of each Lonville model will be created. This ensures that a Lonville will remain a rare sight, and its owner can enjoy an understated elegance and personal ownership experience that has been largely lost in today's mass production society.

**Welcome to the world of Lonville.**



# VIRAGE ELEGANT, COMPLEX AND DISTINCT

Virage is the first watch we created after re-discovering Lonville. This is the watch we wanted to create, not the watch we had to create. It contains all our watch passions and desires. Virage provides the bridge between the mid 1950s to today by integrating a number of subtle hints to historic Lonville watches.

The unique LV1 micro-rotor movement has reached exceptional finish and accuracy levels. The gorgeous 6 bridge configuration with chamfered edges, blued screws, blue engraving and a unique blue micro-rotor provide a stunning three-dimensional view of the movement. Each individual movement is certified for accuracy by the Official Swiss Chronometer Testing Institute (COSC).

Virage's Sunburst Dial is a sight to behold. The depth of the sunburst finish and carefully applied markers, combined with the slender dauphine hands are wonderful examples of pure craftsmanship.

All four Virage models feature white gold cases and closures. A rare watch deserves a precious metal in our view, and white gold matches the understated elegant character of Virage very well. The combination of hand polished and brushed finishing gives the case a tremendous luxury feeling. It also makes the 40mm case appear optically lighter on the wrist. The slightly coned shape of the white gold crown is reminiscent of Lonville pocket watches and is engraved with the elegant 'L' from Lonville's historic shield logo.

Each signed case carries a unique identification number.

What is impossible to describe is the amount of passion, attention and craftsmanship that has gone into each single detail of Virage. This remains for you to explore. Welcome to the world of Lonville.

A close-up photograph of a person's wrist wearing a luxury watch. The watch has a white dial with a small seconds sub-dial at the 6 o'clock position and a dark leather strap. The background is a blurred cityscape at night, with warm lights and a dark sky. The text "Complexity has never looked more elegant." is overlaid on the image.

Complexity has never  
looked more elegant.



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## LONVILLE 'KIND OF BLUE'

Limited to 18 pieces

Hand finished white gold case and closure

Sunburst effect hand made dial with blue dauphine style hands

LV1 micro rotor movement with blue rotor and blue engraving

Matching hand-stitched dark blue alligator strap

COSC Certified

All Swiss





1964 Jaguar e-type.  
Mountain road ahead.

What is your Lonville moment?



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**LONVILLE VIRAGE 'FUEL TANK'.**

Limited to 18 pieces

LV1 double barrel manual movement, COSC certified  
Power reserve 'Fuel Tank' inspired by classic Jaguar fuel tank

White gold case and closure

Bronze Sunburst Dial

All Swiss



Virage '59 Blue GMT.

The most elegant GMT  
on the planet?



# LONVILLE

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## LONVILLE VIRAGE '59 BLUE GMT.

Limited to 18 pieces

LV1 micro-rotor movement, COSC certified

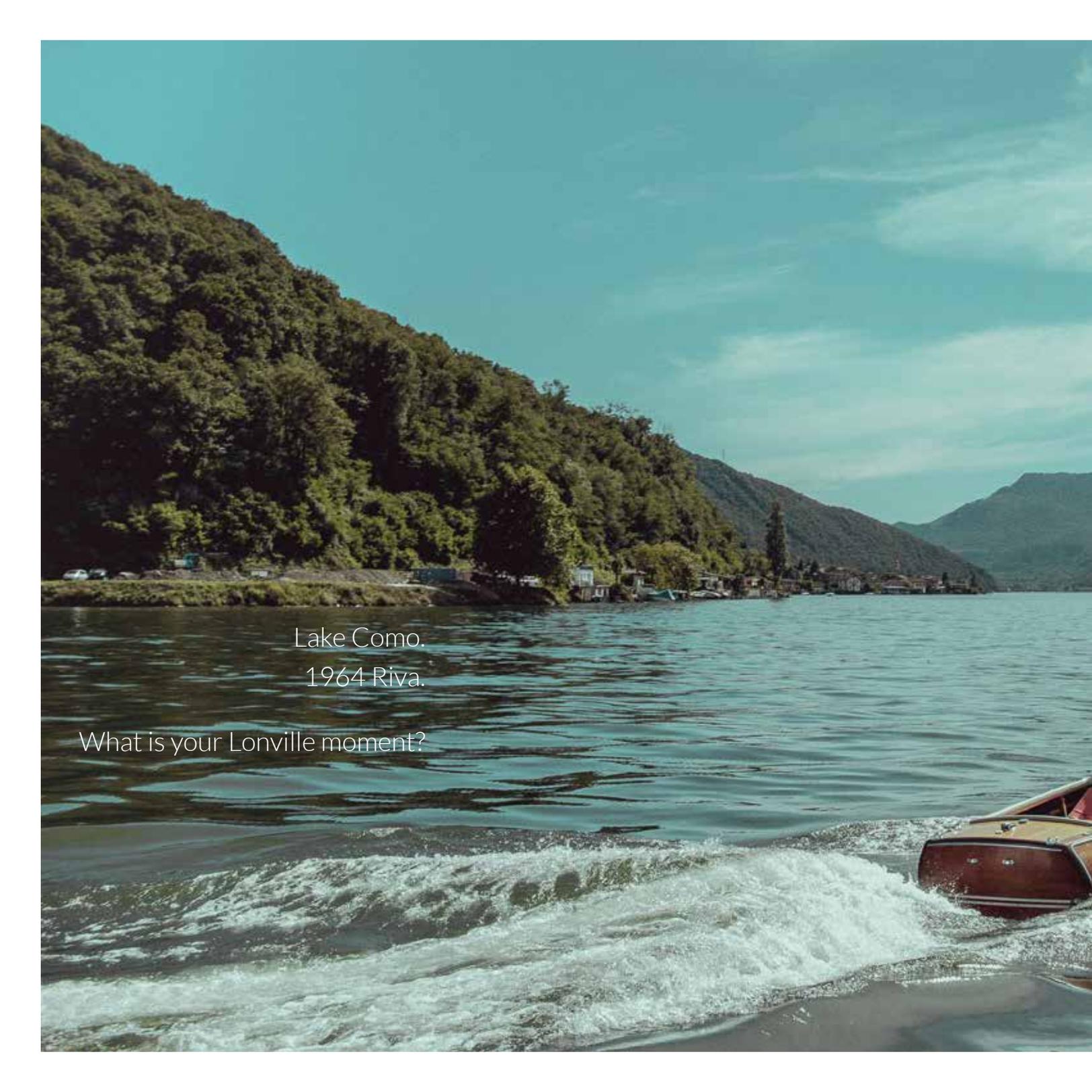
GMT (second time zone)

White gold case and closure

Deep blue Sunburst Dial

All Swiss



A scenic view of Lake Como, Italy, with a boat's wake in the foreground and a forested hillside in the background. The water is a deep blue-green, and the sky is a clear, pale blue. The boat's wake is white and frothy, creating a sense of movement. The hillside is covered in dense green trees, and a few buildings are visible along the shore. The overall atmosphere is peaceful and serene.

Lake Como.  
1964 Riva.

What is your Lonville moment?



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**LONVILLE 'GUNMETAL GMT'.**

Limited to 18 pieces

LV1 double barrel manual movement, COSC certified  
GMT (second time zone) and Power reserve indicator

White gold case and closure

Gunmetal grey multi-level dial

All Swiss

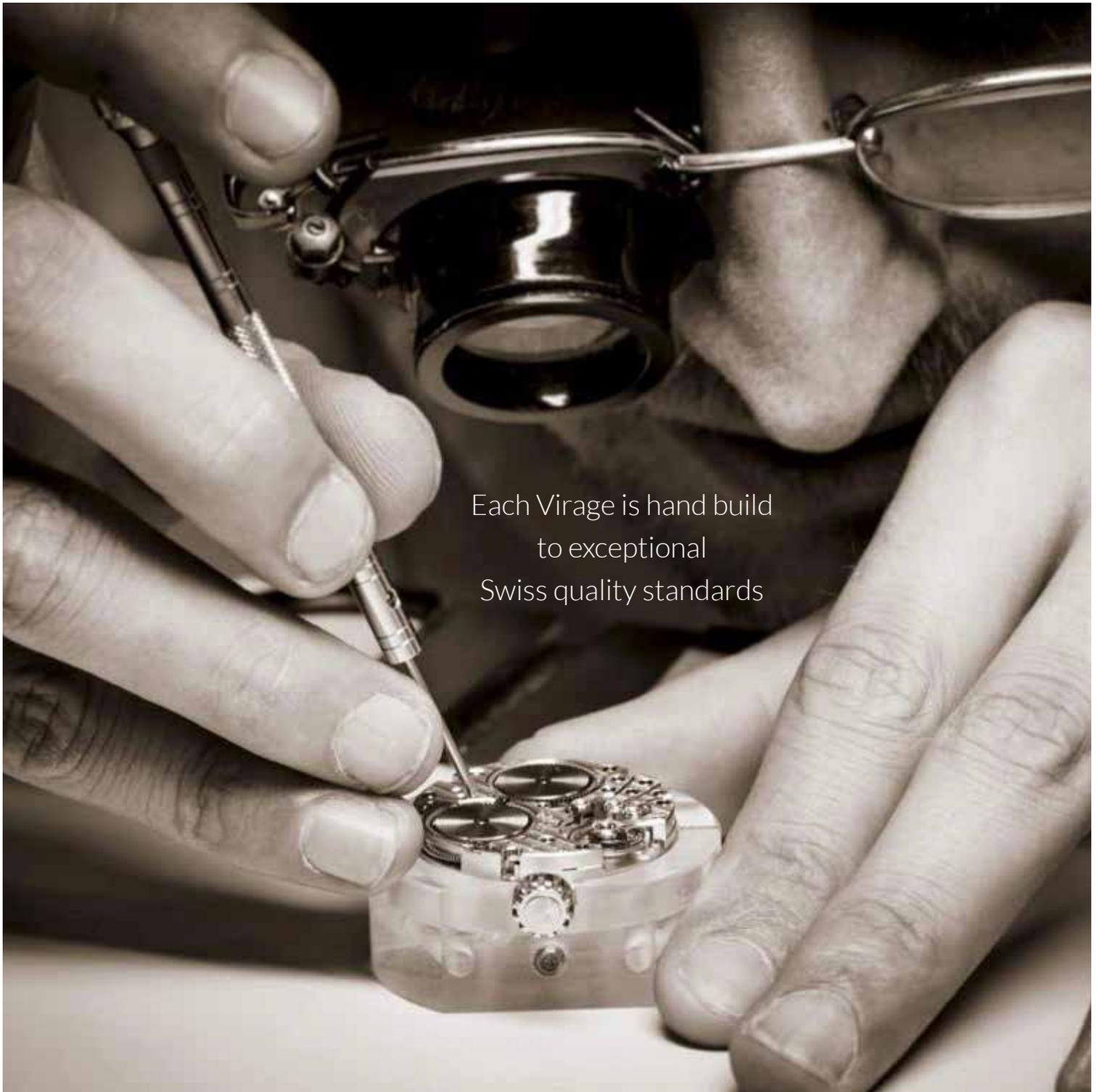
# ALL SWISS

A philosophy introduced by Lonville

'All Swiss' goes far beyond the requirements of 'Swiss Made' which allows many non-Swiss parts and components to be used.

We are proud of our Swiss watch making heritage. Each Lonville watch benefits from our respect for century old Swiss watchmaking traditions, the latest unrivalled Swiss precision machinery and highly skilled craftsmen. This philosophy allows us to work closely with some of the finest local craftsmen and artisans along with unique characters in the watch industry.

So for us it is simple: Why make a dream come true that does not stay true to your values? This is how Swiss watch making should be.



Each Virage is hand build  
to exceptional  
Swiss quality standards



# A DISTINCT CASE

The case-back and the (front) bezel are hand finished, and polished to exceptional brightness.

The case-middle and the side of the lugs are vertically brushed by hand, while the top and bottom of the lugs are hand polished, just like the top of the crown.

This specific treatment of case, crown and closure is an exceptional yet understated way to enjoy a truly hand finished product.



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# CALIBRE LV1

Calibre LV1 has been designed and created, over a period of 8 years, in La-Chaux-de-Fonds, the heart of the Swiss watch making industry. We have collaborated with Schwartz Etienne for Virage's LV1 movement.

LV1 features an 80 hour power reserve and is finished in Lonville's signature blue rotor, blue screws and blue engraving.

With chamfered bridges and a Cotes de Geneve finish, the movement perfectly matches Virage's elegance and rarity.

Each individual movement is tested and certified for accuracy and durability by the Swiss Chronometer Institute (COSC)

Only when a movement passes 15 days of different tests can it carry the coveted engraving 'Chronometer'.

The movement is definitely part of the reason why I like this watch so much. The six bridges look awesome and I love the contrast with the blued screws.

Robert-Jan Broer,  
Fratello Watches  
August 2017



# EXCEPTIONAL ATTENTION TO DETAIL

Virage's dial features a number of hand-finished characteristics. The first thing one notices is the incredibly deep sunburst (soleil) effect, contrasted by the outer ring with the minute indication.

The slender dauphine style hands shape are uniquely tooled and created for Virage. The exact same style is continued for the power reserve and small seconds hand. The sub-dial for seconds is separately finished with a circular Guilloché.

All five minute markers, as well as the Lonville logo have been hand-applied to the dial. This effect, combined with the sub-dials for seconds and power reserve being placed on a lower level, offer an incredible depth of view.





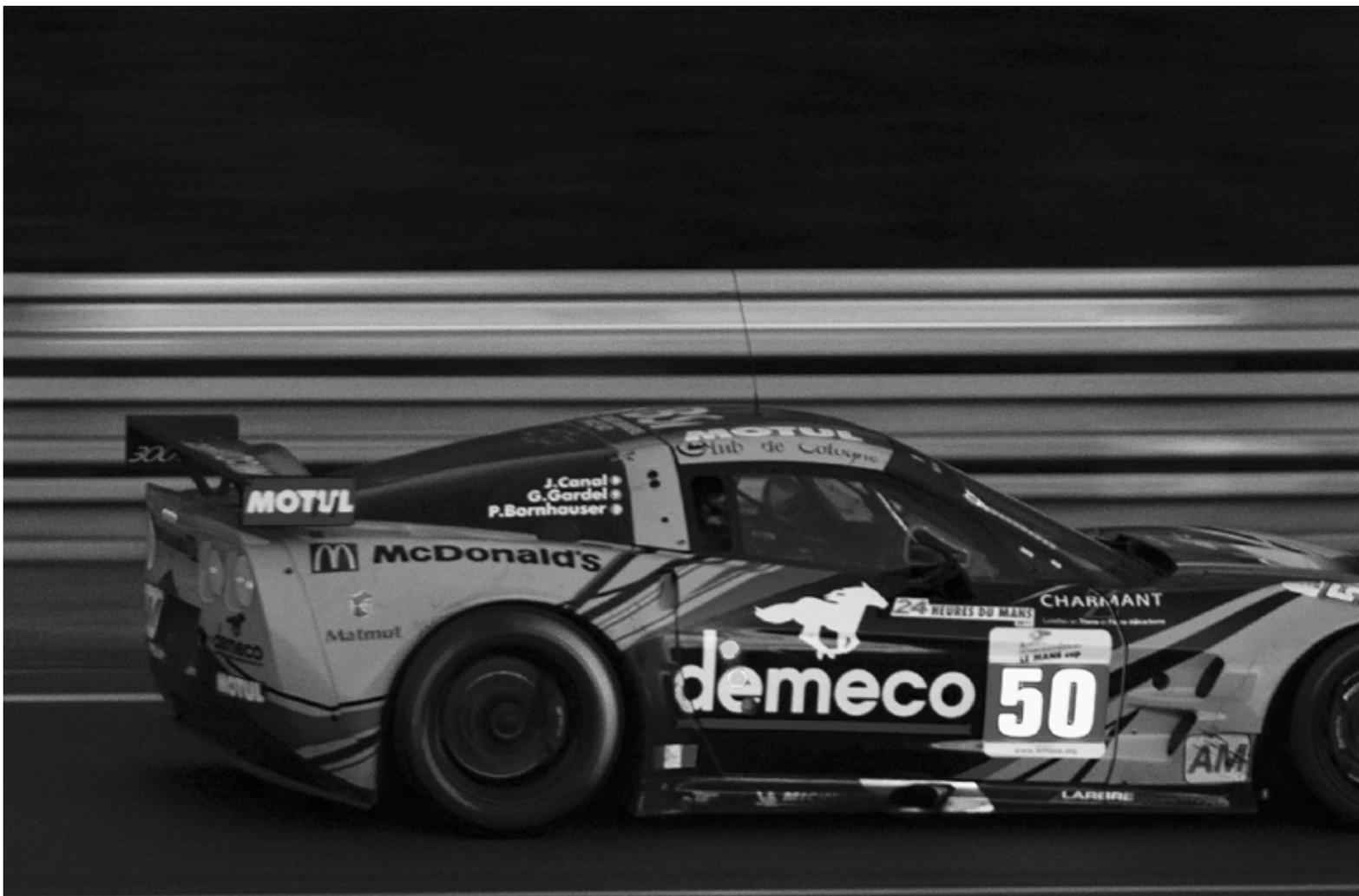
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“It is a very nice dress watch, something that is not directly comparable to a Patek Calatrava, Jaeger Master Ultra-Thin or LUC for example but also not to smaller independent brands like Moser & Cie or even Grönefeld. Lonville clearly has chosen its own style with their Virage.

This watch is not for people who stare themselves blind on brand names anyway, it is a watch for enthusiasts that found their (near) perfect watch in the Virage”.

Robert-Jan Broer,  
Fratello Watches, August 2017



Le Mans is a magical place where some of the most illustrious drivers and marques have written car racing history.

Lonville's win in 2011 on the wrist of Gabriele Gardel of Labre Competition No. 50 was pure magic. It spurred the development of the titanium, race inspired G24.



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**LONVILLE G24 'STRADALE'**

**LIMITED TO 24 PIECES - ONE FOR EACH HOUR OF THE RACE.**

Gabriele Gardel was wearing a Lonville prototype when he crossed the finish line at nearly 300km/h to win his class. Matthew Humphries, creator of the incredible Morgan Aeromax, has designed the G24. The unique dial features multiple layers and a black vertical 'straight' which is symbolic of the way Gabriele described the Le Mans dark night-time circuit.

Lonville G24 Supperlegera  
Aston Martin DB11.

What is your Lonville moment?





# LONVILLE

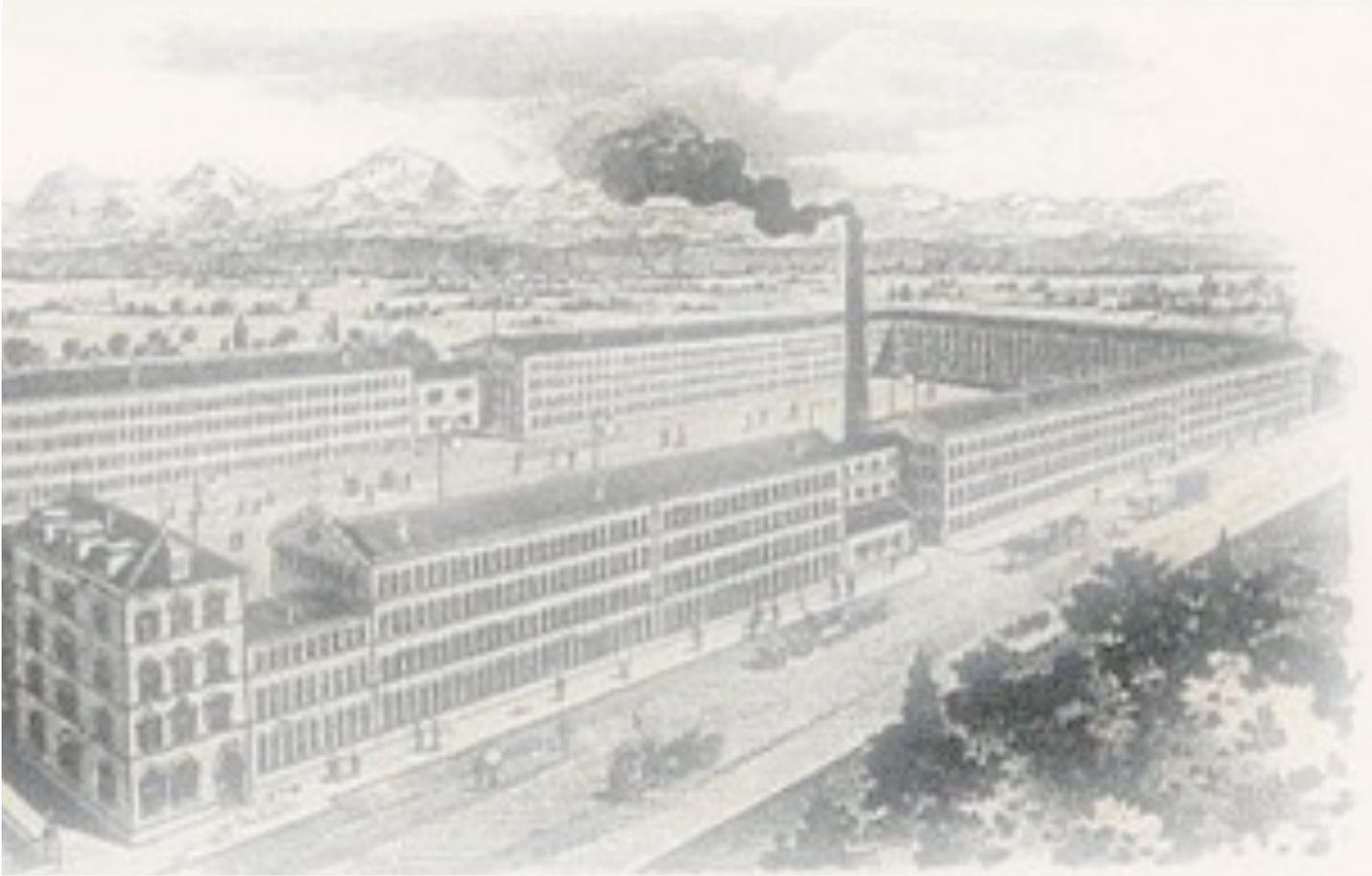
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**LONVILLE G24 'SUPERLEGGERA'.  
SUPER LIGHTWEIGHT TITANIUM. DRILLED LUGS. RACY.**

Limited to just 24 numbered pieces, with the owner's name engraved under the sapphire case back. LV2 automatic, COSC certified movement with 120 hours of power reserve. Cotes de Geneva finished, blued screws and blue engraving. Multilayer dial with hand finished surfaces. Power reserve indicator and retrograde date. Titanium, hand polished and brushed case and closure. Each lug is drilled by hand to create the ultimate lightweight feeling. PVD black. All Swiss, of course.

*Lonville (Langendorf) manufacture early 1900*



# VIRAGE AND G24 HAVE DEEP HISTORICAL ROOTS

The Lonville story started in 1873.

Started by Johann Kottman from Soloturn, Lonville watches were first produced in Langendorf, Switzerland in 1873. Right from that early start, Lonville has always been a niche brand. This meant relatively small production volumes and exceptional finish levels of the watch as well as the movement.

While Langendorf developed in one of the largest watch manufacturers in Switzerland, Lonville remained a niche brand, focused very much on exclusive markets like the United States. At that time Lonville was represented in New York by famous watch and jewellery distributor Harry Rodman in New York who praised the brand's All Swiss quality.

Today's Virage range has taken Lonville to unprecedented levels of quality and accuracy. Indeed, it has taken us a full decade to reach our desired level of finish to the hands, dials and cases. For more than eight years now we have been collaborating with Schwartz Etienne in La Chaux de Fonds to ensure the Virage's LV1 bespoke movement is as accurate as it is beautiful. This exceptional commitment to quality, our small series and personal attention to our clients make for a totally unique ownership experience.



12th November 2017  
WATCHES & JEWELLERY

Under the loupe, the lines looked laser-sharp, the detail and the combination of layered textured surfaces, is captivating. There is detail behind the detail – behind the detail...

The electric excitement, passion bordering on obsession with the product is remarkable. The result is a distinct product that certainly deserves a serious consideration of ownership if looking for a bespoke timepiece born out of a desire to create something quite outstanding.



*Lonville one of the top 5 highlights at the 2017 Salon QP at the Saatchi gallery, the UK's premier luxury watch fair.*  
Ambrose Lancaster  
- Time Transformed.

BEHIND THE BRAND

## A labor of love

Since 2007, Joost Vreeswijk has been developing a new life for Lonville watches

LONDON

BY MELANIE ABRAMS

Joost Vreeswijk isn't your usual watch company owner.

In his day job, he is a managing partner at Ernst & Young, advising multinational companies on operating models and business restructuring.

But since 2007, Mr. Vreeswijk also has been creating a new Lonville, the Swiss watch brand established in 1873 that had stopped operations in the early 2000s.

"I didn't start Lonville to make it my only work," said Mr. Vreeswijk, 46, adding that he did it "to create something I really loved."

In late 2015, Mr. Vreeswijk introduced two new Lonville models, Virage and G24, and is presenting six variations of those models this week at the Salon QP watch event in London. (Each variation is a limited edition of 18 or 24 pieces, which will be personalized with names and numbers; prices are 23,900 to 9,100 Swiss francs, or \$24,535 to \$9,340.)

Virage's four variations have the brand's LV1 caliber, a movement made in the watchmaking heartland of La Chaux-de-Fonds, Switzerland, and Chaux-de-Fonds, Switzerland, and the quirky names like Kind of Blue (for the jazz album by Miles Davis, a favorite of Mr. Vreeswijk's) and Fuel Tank. (Its power reserve indicator looks like a car's fuel gauge.)

There are two variations of G24, which has the LV2 caliber made in Les Brenets, Switzerland, was designed by

Matthew Humphries, the creator of the Morgan Aeromax sports car. It was named for a Lonville prototype worn by Gabriele Gabutti when he won his class at the 24 Hours of Le Mans race in 2011 ("The G is for Gabriele and 24 is for the 24 hours of the race," Mr. Vreeswijk said).

The cases are manufactured and both models are assembled in Lugano, Switzerland, near Lonville's headquarters.

"I didn't want to recreate or reissue something Lonville did in the past because there are lots of reissues," Mr. Vreeswijk said. "I thought it would be better to be original and create something fresh."

A watch collector since his university graduation in the Netherlands, Mr. Vreeswijk stumbled across the Lonville brand during an online auction, where he bought a gold-plated Lonville pocket watch from the early 1900s.

"I loved the fact that the last watch was in the '50s," he said. "As I love the '50s and '60s because of the glamour, the music and some of the most beautiful watches were made then." (His collection includes Jaeger-LeCoultre Memovoxes, a gold-plated TWC dress watch and others from the era.)

"My dream for a while was to start my own watch company," Mr. Vreeswijk said. And the timing was right, too, as he had his own business consulting company so "no one could tell me what to do" (He sold it to Ernst & Young in 2010, when he became a company partner.)

The transition from watch collector to company owner was difficult. "Most company owners in the first two years were doors in my face," he said. "What is interesting is that you show up with a half-decent job in your day-to-day life and the supplier of cases is looking at you thinking, 'I'm not going to waste my time with this guy.' So they are very contradictory words."

Among his friends and acquaintances, he found seven investors — from finance, he found seven investors — from backgrounds such as retailing, yachting and video production. They bring, Mr. Vreeswijk said, "experience, expertise and networks" to the effort. And one is the company's full-time general manager, Matt Faoro.

Mr. Vreeswijk acknowledges that he will need more money to develop the company, so he is selling more shares to



the customer to pay me before I've even made the watch," he said. "I can use my cash to keep the boat floating."

"What I've done is different from what you see happening in the watch world right now," he continued. "You have the Kickstarter model, which is a flurry of start-ups which makes one model that is a cheap version of classics, and the classic large watchmakers that try to make a niche business that deals directly with the customer, cuts out working capital and develops a group of like-minded people."

Lonville watches are sold online, but Mr. Vreeswijk also holds events for about 50 guests each in cities such as London and Amsterdam. And his preference for such personal interaction with potential buyers is what prompted him to bring "what we have so far," as he described the selection, to the independent's room at Salon QP.

"I don't want to be in a big market square shouting louder than the person next to me because this isn't the right feeling of buying a beautiful watch," he said.

Lots of watch companies are working to create communities of owners these days but few have Lonville's flair.

Two days after Mr. Vreeswijk met with a reporter in the art-filled Ernst & Young London overlooking the Tower of London, he headed to Inverness, Scotland, and the seventh annual Classic Car Rally. He and his Jaguar E-Type sports car was

22 watch owners and car enthusiasts in their 14 vintage cars for a four-day run through the city and the Highlands: "Whiskey, Wheels and Watches," as the poster promised. And the 2018 event, from St. Moritz to the Italian coast of Livorno, is already planned.

"It started as a thing I liked as I couldn't find anything like this, and it's created a real experience of having fun with friends, even though we might not know each other beforehand," Mr. Vreeswijk said.

(Coincidentally, on this particular day he was wearing the Fuel Tank watch. It's the Lonville he wears most often, he said, because "it's car related, the first one I made — and coming from an engineering as well as business background, I love the mechanical idea that you can see how far the watch is wound.")

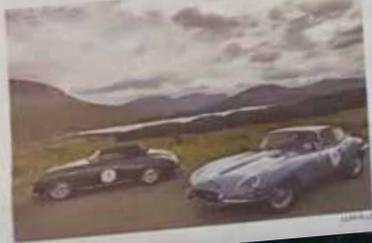
For Lonville's next models, Mr. Vreeswijk is planning to collaborate with designers from other industries, like speedboat designers, "as they come to it a little bit differently, like me," he said.

For his own future, "Will I ever live on Lonville or retire on it? I don't know," he said. "Maybe I have an unfair advantage in that I am not trying to make a profit."



Out and about

Top, Joost Vreeswijk at Lake Lugano, in Switzerland. Center watches: Kind of Blue, left, and Fuel Tank, left, and both, the Lonville G24 Superleggera. Below, cars from the 2017 Lonville Classic, including, right, the 1969 Jaguar E-Type SLB coupe that Mr. Vreeswijk drove.



HOW TO GET HANDS ON  
WITH A LONVILLE.





# LONVILLE

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Ownership.

How to get hands on with a Lonville and become an owner?

The Lonville ownership experience is personal and rare. We build exceptional watches in very small series. It is this deliberate small scale that allows us to bring back some of the mystery and charm of how watch making used to be.

We will talk you through our watches, and explain to you why and how we created them. It took us many years to reinvent Lonville so it makes perfect sense to spend time with you to tell our stories and explain our watches.

Once you decide on your preferred model, we will start the construction of your Lonville. You can then select your preferred watch number from the remaining numbers (No. 4 of 18 for example) that will be engraved under the sapphire glass on the case back of your watch, together with your name. Very personal, very Lonville.

We are looking forward to meeting you. Get in touch.

Joost Vreeswijk

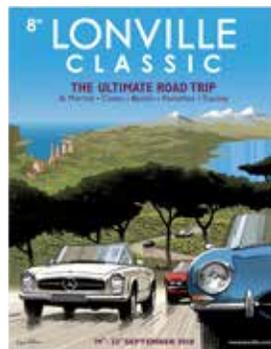
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*"An enjoyable and unique event"*

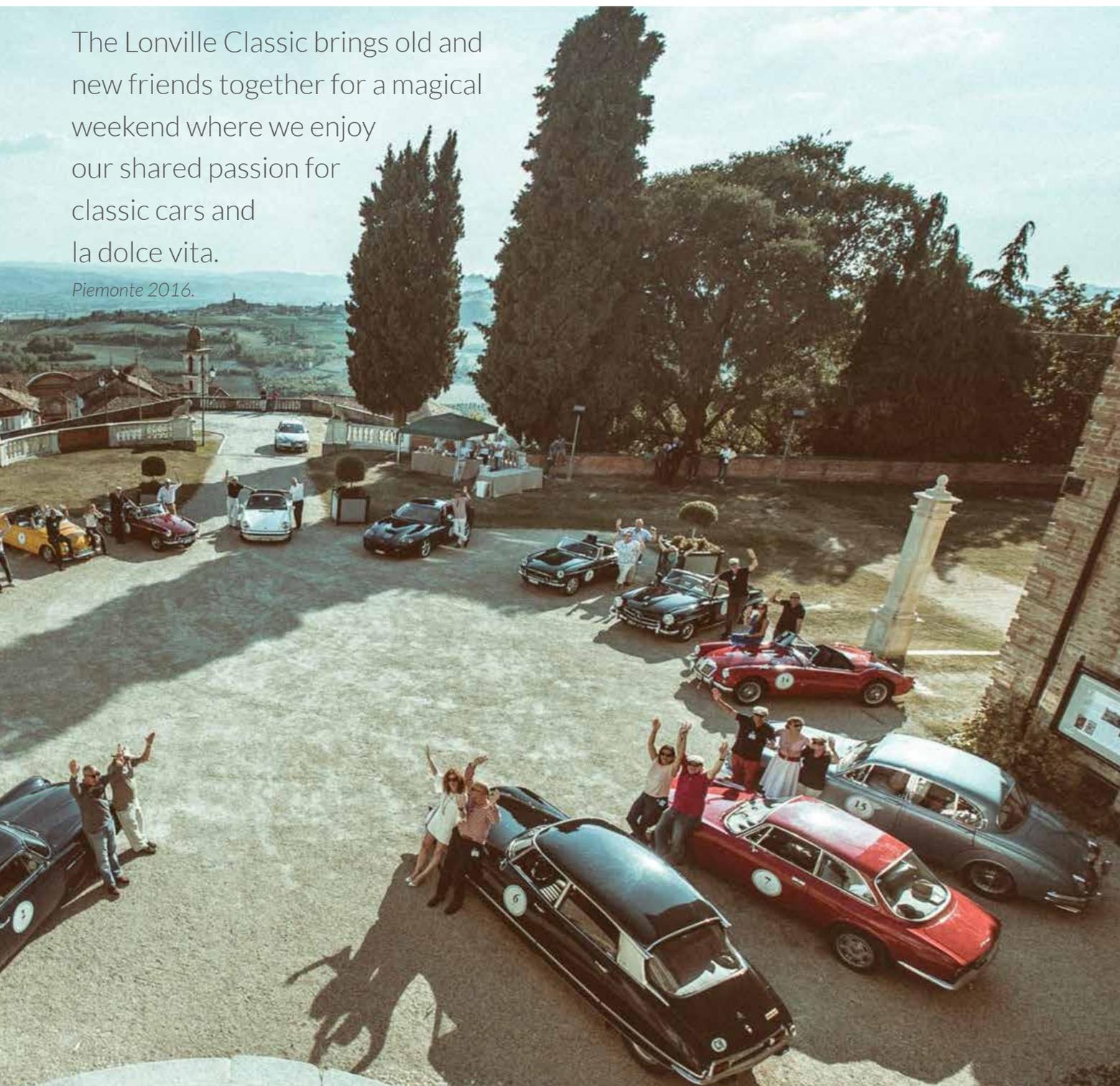
Classic Car Magazine



Visit [www.lonville.com/lonville-classic/](http://www.lonville.com/lonville-classic/)

The Lonville Classic brings old and new friends together for a magical weekend where we enjoy our shared passion for classic cars and la dolce vita.

*Piemonte 2016.*





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