



LONVILLE

LUGANO

# BREAKING 50 YEARS OF SILENCE

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



“A hidden gem”

*Watch Paper 2016*



LONVILLE

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



LONVILLE

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Lonville, founded in 1873, specialised in making limited numbers of decorated pocket watches and wristwatches. During the 1950s, the Manufacture produced fewer watches and, ultimately, the company fell silent.

In 2007, a small group of watch enthusiasts from Lugano, having rediscovered Lonville, decided to revive the brand, imbuing it with a new lease of life. Today, Lonville continues to uphold the original strategy of producing limited volumes of watches, crafted to an exceptional standard.

The styling of the present-day models is influenced by historical Lonville timepieces, classic cars, and classic yachts. Each model is painstakingly crafted for the enjoyment of fellow watch collectors and aficionados.

Since the re-establishment, the Lonville team has worked closely with exceptional craftspeople in Switzerland. Traditional hand craftsmanship, along with cutting-edge methods have allowed the firm to make high-end, no-compromise watches in small volumes.

Depending on the model, watches are produced in limited numbers, typically 18 or 88 pieces. Small series and our meticulous attention to detail deliver a unique 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 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. 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 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.





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 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?



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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





Lake Lugano.  
1964 Riva.

What is your Lonville moment?



LONVILLE  
LUGANO



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



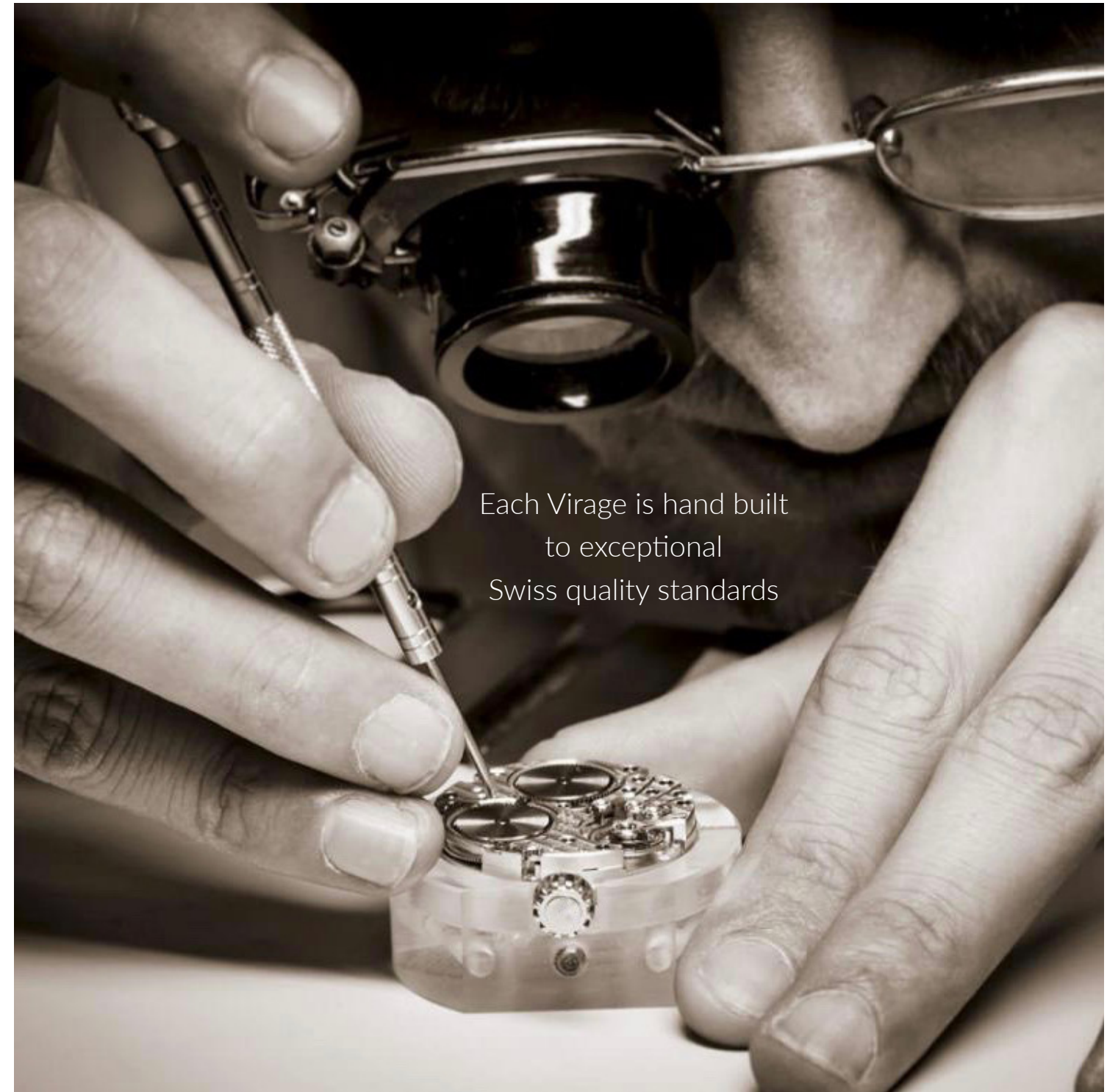
# ALL SWISS

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 built  
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 Côtes de Genève 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.

  
**LONVILLE**  
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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 Supperleggera  
Aston Martin DB11.

What is your  
Lonville moment?



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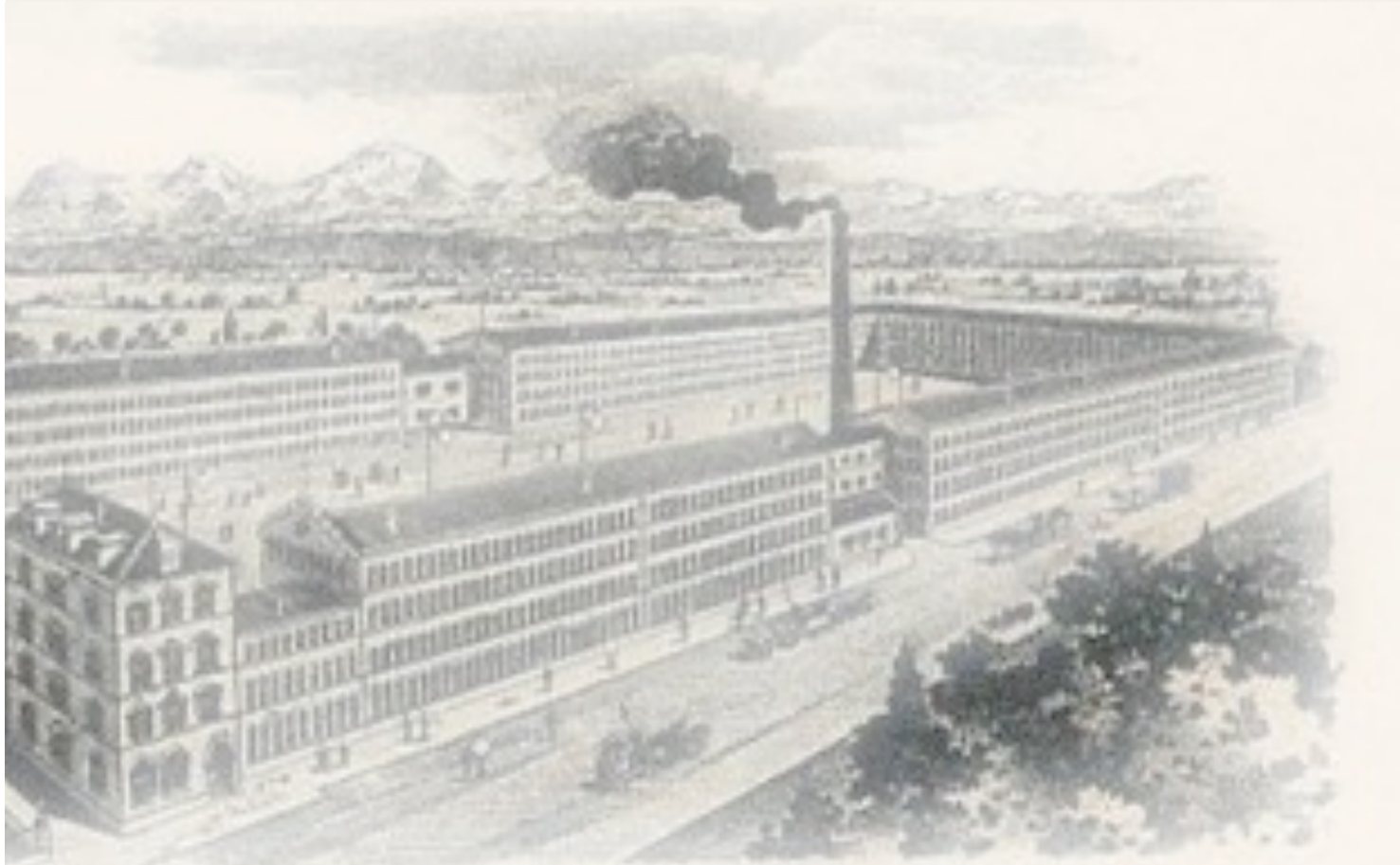


**LONVILLE G24 'SUPERLEGGERA'.  
SUPER LIGHTWEIGHT TITANIUM. DRILLED LUGS. RACY.**

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. Côtes de Genève 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*



## DEEP HISTORICAL ROOTS

The Lonville story started in 1873.

John Kottman from Solothurn, Switzerland established Lonville in 1873, making watches in nearby Langendorf. From the outset, the company shunned the mainstream market and chose to focus on small scale production, finishing each watch, including the movement, to an exalted level.

Despite Langendorf becoming a prominent watchmaking enclave, Lonville stayed true to its origins, making specialist timepieces. It focussed on key markets such as the United States. The famous watch and jewellery distributor, Harry Rodman of New York, praised the quality of Lonville's products and acted as the firm's distributor.

Today, Lonville craft high-end watches, constructed with fine Swiss components and delivering high levels of precision. This achievement did not happen overnight. Indeed, it took over 10 years to refine the cases, dials and hands to a standard worthy of the Lonville name. It is this unwavering obsession with quality and the brand's limited production volumes that provide a rare and enjoyable ownership experience.





WATCHES &amp; 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.*







HOW TO GET HANDS ON WITH LONVILLE.



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## OWNERS CLUB

Lonville invites discerning individuals to join its Owners Club, a group of like-minded individuals who appreciate the scarcity and quality of the brand's watches. Made in limited numbers, Lonville owners can look forward to an attentive and personal relationship with the brand that extends beyond the initial purchase to rally participation or other events.

The Lonville team will happily impart additional information, explain the rationale for each detail and describe how each model was created.

Each Lonville is engraved with its own individual limited-edition number. In addition, we also offer the option of engraving the case with the name of the owner or perhaps a special occasion or loved one.

I am looking forward to you joining the Lonville Owners Club.

Joost Vreeswijk

[info@lonville.com](mailto:info@lonville.com)

[#lonville](https://www.instagram.com/lonville)



*"An enjoyable and unique event"*  
Classic Car Magazine



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OFFICIAL TIME KEEPER:



Lonville Classic  
Car Rally

#lonvilleclassic

Concorso d'Eleganza  
Città di Lugano

#luganoeleganza

Ascona Polo Cup

#APC

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