



Case Study Chronext

Founded:	2013
Headquarters:	Munich, Germany
Industry:	Luxury goods
Employees:	155
Turnover:	60 Mio. Euro ¹
Partner:	

The company

CHRONEXT is a global platform of new and refurbished luxury watches with a collection of 7,000 items. The company offers a comprehensive before and after sales service, including payment processing and logistics.

The challenge

The existing website had reached its performance limit when loading and response time became so slow that customers were abandoning their cart. The site needed to be upgraded to a high-quality digital shop that would do justice to the quality of luxury timepieces CHRONEXT sells.

The solution

In 2019, commercetools and Frontastic developed a completely new marketplace based on headless technology, and in just three months completely modernized functions such as CMS, payment, and product search.

The result

After a successful relaunch, CHRONEXT now provides a commerce platform that can be flexibly adapted to new requirements and meets both their high quality products and their clientele. They are responsive, technically stable and ready for international growth.