



Case Study Swarovski Optik

Swarovski Optik

Founded:	1949
Headquarters:	Absam, Austria
Industry:	Optical Instruments
Employees:	980
Revenue:	€159 million
Partners:	GRUPPE AM PARK



The company

Since 1949, Swarovski Optik has developed into one of the world's leading manufacturers of premium high-precision long-range optical products for hunters, bird watchers and outdoor enthusiasts. The family-run company aims to share their vision of revealing the world's beauty from its base in Austria.

The challenge

Swarovski desired a highly customized online store, a faster time to market and the ability to adapt different functionalities, but their old monolithic commerce architecture didn't allow them to do any of this. They needed a platform that could be continuously adjusted and deliver an overall better user experience.

The solution

Bright IT, Swarovski came to the conclusion that the headless, API-first commerce approach would be best suited for how they visualized the appearance and performance of their website. They chose commercetools and Contentful and built a decoupled frontend from scratch.

The result

„Swarovski Optik's webshop is a thing of beauty – both visually stunning and customized to totally align with the brand's identity. The website is also surprisingly fast and melds product information with content for three very different segments seamlessly.“