



Chronotime International
Traditions speak to your soul.



Time for Romania



Blancpain - since 1735

With more than 22 mil. inhabitants, Romania is the second largest country in Central Europe. The 2007 EU membership gives a powerful boost for further economical developments and Romania is enjoying a strong growth. Our company focuses on Romania's important watch market potential and plays a major role in its development. The growth of the Romanian watch market between 2003 and 2006 ranks 2 (value) in Europe (source: Federation of Swiss watch industry) Chronotime International SRL is a major partner for Swiss watch companies in Romania. Our Cellini retail network and our strategy is being built to maximize brand exposure and set a new standard in Romania's retail environment.



Traditional wood carving from Maramures

Our company

Chronotime International, a Swiss - Romanian company, is official distributor for a large variety of top Swiss brands. Our company activity focuses on the distribution and development of the brands we represent. These brands have been chosen in the spirit of excellence, quality and prestige, each of them being leaders in their own category.

Our group

Since our start in 1996 till today, our group has become one of the largest importer and retailer of luxury brands in Romania and offers a wide range of the most prestigious watch and jewelry brands. Although rather young in the market, Chronotime International developed rapidly and became a key player on the Romanian watch market.

Our team

A young solid and experienced Romanian team backed by a PR and marketing structure, a reliable after sales service and last but not least a great sales staff in our points of sale is devoted to develop the branding and the distribution of each watch brand presented. The dynamism and specific approach for each brand represents is one of the main reasons for which Chronotime International is chosen as partner for Romania.



Our stores

CELLINI

Bd. Nicolae Balcescu nr. 16, Bucharest
Phone: +40.21.312.22.02

CELLINI

Henri Coanda International Airport
Sos Bucuresti Ploiesti km.16,5, Otopeni
Phone: +40.21. 201.47.93

CELLINI

Bucharest Mall, Calea Vitan , nr. 55-59, Bucharest
Phone: +40.21.327.68.27

CELLINI

Plaza Romania, Bd. Timisoara nr 26, Bucharest
Phone: +40.21.319.53.07

CELLINI

Feeria, Sos. Bucuresti - Ploiesti, Bucharest
Telefon: +40.21.319.52.39

CELLINI

Unirea Shopping Center, Bucharest
Phone: +40.21.303.01.27

CELLINI

Orhideea, Splaiul Independentei, nr. 210 - 210 B,
Bucharest
Phone: +40.21. 316.25.69

CELLINI

Iulius Mall, Str. Demetriade nr.1, Timisoara
Phone: +40.256.247.770

CELLINI

Shopping Center Mall, Piata Victoriei nr. 1, Ploiesti
Phone: +40.344.40.11.30



When opening the first Cellini store in 1996, we set new standards in the Romanian market place.

Firstly inspired by our name, a reference to Benvenuto Cellini, the greatest jeweller of Italian Renaissance who lived from 1500 to 1571.

And then by constantly seeking perfection: perfection of the products and perfection of the service offered to our customers.

Further Cellini openings are planned for 2007 in Constanta, Bacau, Cluj, Pitesti and Bucharest-Baneasa.

Beyond own stores we are partner to over 30 additional point of sales.



Balcescu Flagship Store

Cellini is a network constantly expanding and is home to a new high end and unique watch retail environment. In our flagship store perfectly located on Balcescu boulevard in the heart of Bucharest, we concentrate on the best brands, amazing products, in an environment dedicated to servicing the history and craftsmanship of the great names we represent. In this premium space, customers and collectors can appreciate our dedicated and professional service in a special area. Cellini sets new standards for the Romanian retail, standards where the key words are dedicated service and brand identity.



60 square meter of showroom and 50 square meter dedicated to the VIP area. Brands: Breguet, Parmigiani, Blancpain, Jaquet Droz, Leon Hatot, Hublot, Omega, Breitling, Porsche Design, Longines, Rado, Gucci, Reuge, Buben & Zoerweg, Underwood London.



Plaza Romania



Bucharest Mall



Our vision

The vast range of products that Chronotime International represents is a showcase of a well-established company with the understanding of the Romanian consumer's needs.

Our well-established Cellini retail network covering Bucharest and other major Romanian cities and our solid understanding of the brand values enable Chronotime International to integrate Haute Horlogerie brands into its portfolio.

By constantly applying a dynamic and targeted communication strategy, Chronotime International rapidly expands its distribution network in Central Europe's most promising market.

Our mission

Build branded approach for each watch manufacturer.
Offer the best locations, an unique environment in Romania through Cellini and selective retailers.

Provide the excellent service that the brand requires.

Implement coherent and corporate communication strategy and campaigns.

Breguet - since 1775



Traditional wood carving from Maramures

Brand portfolio

JB
BLANCPAIN
ANUFACTURE DE HAUTE HORLOGERIE

Breguet
Depuis 1775

BREITLING
1884

ck
Calvin Klein

GUCCI

LONGINES®

J*D
JAQUET DROZ
ART HORLOGER DEPUIS 1738

H H
HUBLOT
GENEVE

LÉON HATOT
MAÎTRE JOAILLIER 1905

T+
TISSOT
SWISS WATCHES SINCE 1853

RADO
SWITZERLAND

swatch®

Ω
OMEGA

PARMIGIANI
HAUTE HORLOGERIE AUTHENTIQUE

PORSCHE DESIGN

VICTORINOX SWISS ARMY

MANGO

Timberland
WATCHES

BUBEN&ZÖRWEG


underwood (London)

asics®

Our heritage



Parmigiani Fleurier - since 1976

The fathers of the company are Italian, Romanian and Swiss, both watch and jewelry experts, cumulating over 30 years of experience in the watch industry in western and in central Europe.



Traditional wood carving from Maramures



Customer service

Chronotime International would be incomplete without a full after sales and customer service department.

Our company established it's department in collaboration with the brands' standards and requests.

Today Chronotime International offers after sales service for all the brands it represents in Romania.

Our aim

is to help people make their own choice, value their identity and understand true values. Understanding and respecting a brand's DNA is not only a marketing target, we cherish history and traditions, yours and ours.





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