Millennium

Helping Millennium an online luxury brand supplier, create an online presence by building a fully-functional online store on Magento 2

VISIT SITE →

Industry
Luxury Goods & Jewelry

Country
Austria

Millennium used an online catalog to showcase their luxury brands to customers

Millennium Watches is a supplier of luxury watch and jewelry brands. The first boutique was opened in Innsbruck in 2013. Innsbruck is the homeland of Swarovski crystals, which justifies the company's exquisite taste for jewelry and watches. In 2017, Millennium Watches opened a new store in Salzburg.

With the expansion of their business, it was time to build an online store. Initially, they used an online catalog with no sales functionality. To reach a broader audience and start selling online, the founders of Millennium decided to develop an online store on Magento 2. They wanted to make it user-friendly, elegant, and appealing.

WORLD'S FINEST WATCHES & JEWELLERY BRANDS

Millennium wanted to build a fully operational ecommerce website with a custom design to start selling online

✓

Building an online presence

An online store gives ecommerce businesses the possibility to demonstrate and offer services and products to customers worldwide with 24/7/365 availability. Online stores can also be used to provide customer support by answering the most common questions and updating customers about sale offs, deals, and offers.

✓

Magento 2 development

Millennium came up with an excellent solution to design a fully operational ecommerce store and start selling their luxury products online. We recommended they build a store on Magento 2. Magento 2 was released to solve many of the malfunctions, technical issues, and bugs of Magento 1.

✓

Magento Business Solution Partner

Millennium searched for an experienced, certified, and credible company with a strong knowledge of ecommerce and expertise in Magento 2 development. Elogic is an official Magento Business Solution Partner, so we are always up to date on new developments and trends providing superior Magento 2 development services to our clients. Furthermore, we have Magento 2 Certified developers on staff.
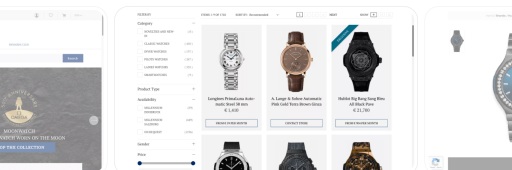
Millennium learned about us from our clients for whom we migrated a store from Magento 1 to Magento 2. We had everything they were looking for: experience in Magento 2 store development and certified Magento 2 front and backend developers.

We started to cooperate, which resulted in a fruitful partnership.

Magento 2 development. Custom design. New functionality.

The Millennium website was developed on the latest version of Magento 2. Our work on the project included the following milestones:

- Develop and integrate new functionality on Magento 2
- Implement new design features and custom themes
- Optimize the website for mobile devices
- Magento 2 development
- Custom design
- New functionality

Third-party integrations

Elasticsearch	+
Mega Menu	+
Layered Navigation	+
One-step checkout	+

Custom Functionality

5 modules developed.

01 Payment Module
02 Shipping Module
03 Shop by Brand
04 Custom Templates
05 Custom Forms

The latest version of Magento 2 for maximum performance and multiple functionalities

It took us about six months to build an ecommerce website on Magento 2 from scratch. We spent about one month on project planning before starting the actual development. It was an Agile project with constant changes in requirements and enhancements on-the-go. Our development team included six dedicated specialists such as backend and 2 frontend developers, a QA engineer, a project manager, and DevOps.

6
Month of work

01 Backend development
02 Code refactoring
03 Front-end development
04 Website speed optimization
05 Custom module development

Millennium started an ecommerce store to sell luxury watches online

Developing an ecommerce store allowed Millennium to create an online presence of their ecommerce business. Now they sell fancy watches and jewelry online, attract new customers, and have increased brand awareness. The new Millennium's website provides great user experience with easy one-step checkout, advanced navigation, and a clean user interface.