

## Press Release

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Zug, Switzerland, August 26<sup>th</sup> 2021

### **CHRONEXT nominates former Tiffany & Co. Chief Brand Officer to its Board of Directors**

Daniella Vitale, former Tiffany & Co. Chief Brand Officer, has been nominated to join the CHRONEXT Board of Directors.

With 30 years of experience in the luxury goods market, Daniella Vitale brings a wealth of marketing, merchandising and brand experience, as well as a US perspective, to the CHRONEXT Board. The American complements the recent selection of Gary Briggs, ex-Facebook CMO, and signals CHRONEXT's ambition to conquer further growth in the online luxury watches market in the US and elsewhere, and become the premier digital platform for buying, selling and owning a watch.

Daniella Vitale said: "Successful luxury brands are defined by a clear value proposition to both customers and partners. I was attracted to CHRONEXT by the clearly differentiated market offering of rigorous quality assurance, in-house refurbishment and guaranteed authentication. This is an exciting time to join CHRONEXT and I am looking forward to helping Philipp and the team become the premier luxury watch destination."

Jacob Fønnesbech Aqraou, Chairman of the Board of Directors of CHRONEXT, said: "I am delighted to nominate Daniella Vitale to our Board. Her luxury and merchandising expertise will be a real asset as CHRONEXT seeks to capitalise on future growth in the luxury watches market. Her nomination is evidence of real momentum at the heart of the company."

With some three decades experience at some of the most prestigious and well-known global luxury brands, Daniella Vitale possesses an invaluable understanding of the market's evolution and key growth factors. Daniella Vitale joined Tiffany's & Co. in 2019, spending over a year in the newly created Chief Brand Officer role, where she was responsible for overseeing and guiding the company's strategic merchandising

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and marketing initiatives. This followed close to 10 years at Barneys New York, where Daniella Vitale, having become the first female leader of the venerable department store group, was instrumental in building out the company's digital offering. Daniella Vitale is credited with growing the brand's e-commerce division tenfold during that time. Prior to joining Barneys New York, Daniella Vitale served as President and CEO of the Americas for Gucci. She started her career at Armani and Ferragamo.

In addition to her many corporate leadership roles, Daniella has been the Vice Chair of the New York Regional Board of UNICEF since 2008, where she has been responsible for regional fundraising, field visits and programme development to raise awareness for UNICEF and their relief efforts.

Philipp Man, Co-Founder and CEO of CHRONEXT, said: "Daniella's deep expertise in merchandising in the luxury industry will be a huge asset to us. Especially her experience creating and building global luxury brands will advance our positioning efforts as the leader for luxury watches online."

## **About CHRONEXT:**

CHRONEXT AG ([www.chronext.com](http://www.chronext.com)) was founded in 2013 by Philipp Man and Ludwig Wurlitzer. The platform for luxury watches employs over 120 people, has a 350 sqm watch workshop for quality and authenticity testing and offers around 7,000 models for sale. With headquarters in Zug (Switzerland) and a further 10 locations in Europe & Asia, the company is internationally positioned and guarantees a fast and secure service. CHRONEXT simplifies the complex structures of the watch market and enables a unique buying experience. For more information, please visit: [www.chronext.com](http://www.chronext.com)

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