

Desirable timepieces

[DreamChrono Blog, the Leading Online Resource for Fine Watch Collectors and Enthusiasts, Announces Redesign and Improved User Experience.](#)

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Since its beta launch in October 2013, the DreamChrono blog (<http://blog.dreamchrono.com>) has developed a loyal following within the global community of watch collectors. Now, DreamChrono is pleased to announce a complete redesign of the platform that will more efficiently connect visitors with desirable content, thanks to a new organization scheme.

"Fine watch collectors represent all age groups and many nationalities. Some collectors have a brand preference, while others are more fascinated by horology, the art and science of measuring time. From the beginning, our mission has been to deliver worthwhile content to every kind of watch enthusiast," explained DreamChrono Founder Romain Brabant. "Aesthetically, the DreamChrono blog will maintain its already high degree of elegance. Our web design team worked hard to achieve the perfect look to appeal to sophisticated, discriminating visitors, while of course also being easy to navigate."

The DreamChrono blog now boasts 16 regular contributors, who together have created more than 120 postings covering every aspect of collectible watches, from the finer points of buying and selling to in-depth reviews of some of the most coveted new models. Every notable watch manufacturer receives feature coverage on the blog. Starting with only a single daily post, the DreamChrono blog now publishes two or three contributions each day, and that number will likely rise. With so much expert content from leaders in the field, the need to give a more definite structure to the site became obvious, which was the inspiration for the new design.

With a fresh design to show off, along with an ample share of new, original content, the DreamChrono blog will now be organized to better capture the attention of everyone from the beginner to the avid, experienced collector. Blog categories include:

- Auctions
- Brands
- Buying and Selling Watches
- Compilation
- Events
- Factory Visit
- Hands On
- Vintage
- Watch Reviews
- Watch Spotting
- Watchmaker

To focus attention on especially newsworthy or interesting topics, the blog will have an "Editor's Picks" section near the top of the page. Plus, each category will be conveniently searchable. For instance, visitors can sort watch reviews by price range, ensuring they aren't distracted by reviews of watches well above or below their budget.

Brabant hopes to continue bringing new contributors on board at the DreamChrono blog, all while gearing up for the launch of a disruptive new web presence. "Ultimately, our goal is to make DreamChrono the unrivaled online portal for everything related to fine watches. In a few months, the full site will go public, and we expect it to make serious waves in the industry. Until then, enthusiasts, collectors and the merely curious will have a wealth of innovative, engaging content right at their fingertips at the DreamChrono blog."

Indeed, the blog redesign is just the tip of the iceberg for DreamChrono in 2014.

The blog has also recently been accredited to cover SIHH 2014, the premier gathering for watchmakers, designers, brands and collectors. DreamChrono will be live-blogging from the invitation-only event in Geneva.

ABOUT DREAMCHRONO

DreamChrono is a blog about all aspects of fine watches, with a focus on the needs and interests of collectors. Anyone interested in learning more about the art and craft behind the world's greatest watches is encouraged to visit the blog or connect via Facebook or Twitter.

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