

Definition of Authenticity

Certified  by Chrono24

Intro

Our Definition of Authenticity for Luxury and Vintage Watches: Understanding the Small but Subtle Differences

The world of luxury and vintage watches is built on a strong foundation of history and craftsmanship. But in this fascinating and complex field, the question of what constitutes „authenticity“ continuously arises.

As a company with more than 20 years of experience in the industry, we understand the different desires of our customers when it comes to the authenticity of watches: some are looking for fully original watches, while others appreciate the character that a particular watch may have developed over the years.

We believe that a transparent and nuanced definition of the word „authenticity“ is essential. Our aim is to provide you with greater certainty and understanding in your search for your dream watch. Whether you're looking for a completely original timepiece or a treasure with its own unique history, this info sheet will serve as a reliable guide.



Criteria for Authenticity

Categorizing the Parts



In order to clearly define the authenticity criteria for different watch types, we've divided the various watch components into four groups. This categorization is intended to ensure that only genuine watches are certified under the **Certified** program.

Chrono24's definition of authenticity depends on the categorization of components into the following four groups:

Critical components

Key components

Components subject to wear

Forbidden components

This categorization not only helps to identify a watch's authenticity, but also ensures that every watch listed on Chrono24 meets the highest standards of authenticity and craftsmanship.

Critical Components

We presume that the critical components of every watch listed on our platform are genuine and have been produced by the respective watch manufacturer. Replacing these parts would significantly change the character of the watch.

The replacement of critical components is generally permitted, but this must be explicitly mentioned in the listing description.

Customized watches cannot be certified under the **Certified** program.

Case and Case Back

The case and case back must be genuine, come directly from the manufacturer, and correspond to the respective model reference.

Permitted Deviations

- If the case or case back has been customized in any way, the watch must be designated as „customized“ and cannot be certified.
- If polishing has changed the contours, finish, or shape of the case beyond recognition, the watch may be listed on Chrono24 but cannot be certified.

Dial

The dial must be original and exactly as it was made by the manufacturer. Service dials are considered genuine but not original, and must be declared as such in the listing. Watches with service dials may be certified.

Permitted Deviations

- If the dial has not been replaced during a service and does not match the model reference, the watch must be classified as „customized,“ in which case it cannot be certified.
- Restored or „refurbished“ dials, e.g., dials with new luminous material, must be noted in the listing, but are still considered authentic and can be certified.

Movement and Movement Plate

The core components of the movement and the movement plate must come from the respective manufacturer and match the caliber or model designation without exception.

Key Components

With vintage watches in particular, certain parts may need to be replaced over time to ensure the functionality of the watch. To accommodate this, we allow the replacement of up to two key components with aftermarket parts that were not produced by the manufacturer.

Crowns, Hands, Bezels, and Push-Pieces

Watches in which key components like the crown have been replaced by service crowns or non-branded aftermarket crowns can be certified, provided that, as mentioned, no more than two key components have been replaced. This must be explicitly described in the listing and visible in the listing photos.



Components Subject to Wear

As part of our criteria for authenticity, we define components subject to wear as parts that are not essential for certifying a watch's authenticity. These components are recognized in the watch industry as crucial for facilitating servicing and maintenance, and for customization according to individual preferences.

We define the following parts as components subject to wear:

Wristbands

Steel or other metal bracelets

- Branded bands that are the original manufacturer's bands can be certified.
- Metal bracelets that do not match the model reference can be certified, but must be explicitly described in the listing.
- Non-branded metal aftermarket bracelets can be certified.

Leather, rubber, textile straps, etc.

Non-original wristbands are permitted on Chrono24, and watches with non-original bands can also be certified. These must be explicitly described in the listing.

Movement Components

- Movement components include screws, wheels, pinions, springs, seals, spring bars, and similar parts are known to be subject to wear.
- Particularly with old watches, the replacement of individual parts of the movement is common and not a criterion for authenticity.
- These components can be exchanged for parts of equal or higher quality and certified as part of the **Certified** program.

Crystals

Aftermarket crystals are permitted and can be certified as long as they do not bear a trademark or logo. Please note that Chrono24 reserves the right to delete a listing if the watch violates intellectual property rights.



Forbidden Components

When it comes to authenticating luxury watches, we adhere to strict standards. Our commitment to authenticity means that certain watch components cannot be authenticated as part of the certification process.

Our policy prohibits the certification of watches that contain aftermarket parts bearing the original watchmaker's trademark or logo. In particular, watches containing non-original components that imitate the brand in any way are excluded from certification.

There are two reasons for excluding watches with aftermarket parts:

- **Preserving authenticity:** The fundamental appeal of collecting luxury watches lies in a watch's authenticity and original craftsmanship. By allowing only original or manufacturer-approved parts as part of the **Certified** program, we uphold the authenticity that enthusiasts and collectors value.
- **Intellectual property rights:** Compliance with a watch manufacturer's intellectual property rights is of utmost importance to us. Unauthorized branded components infringe on these rights and may violate the law.

Definitions of Authenticity



As part of our authenticity criteria, we've divided the various watch components into four categories. This categorization defines which parts of a watch may or may not be replaced in order for the watch to be considered authentic and eligible for certification under the **Certified** program. With this method, we are now able to clarify our definition of „authenticity“ and to define the criteria that a watch must meet in order to receive our certificate of authenticity.

In general, a watch can be original, serviced, or modified and still meet our definition of authenticity. The following definitions describe the conditions that apply to each of these three groupings.

Note: Personalized watches and counterfeit or fake watches cannot be certified and are not eligible to receive a certificate of authenticity.

Authentic Original ✓	Authentic Serviced ✓	Authentic Modified ✓	Customized ✓	Fake or Counterfeit ✗
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Authentic Original

A watch that is, without exception, still in its original state, i.e., exactly as it left the factory.

- The watch is still exactly as the manufacturer made it, with all the original components that were present when it was made.
- The watch does not contain any replacement parts, modifications, or aftermarket parts.
- The aesthetics and condition of the case, bezel, and bracelet are as they were at the time of the watch's original production.



All defects and scratches as well as the service history of the watch must be described in detail in the listing on Chrono24.



Original watches are eligible for **Certified** and can be issued with a certificate of authenticity.



Authentic Serviced

- All critical and key components are genuine, but some parts such as dials or hands may have been replaced during an authorized servicing.
- All critical and key components are genuine and come from the respective manufacturer. However, the watch may contain parts that have been replaced by the manufacturer during servicing (e.g., service dials, service hands, etc.).



All defects and scratches as well as the service history of the watch must be described in detail in the listing on Chrono24.



Serviced watches are eligible for **Certified** and can be issued with a certificate of authenticity.

Authentic Modified

All critical components are original or genuine, but up to two key components may have been replaced by off-brand aftermarket parts.

- All critical components are original or genuine.
- No more than two key components were replaced with non-branded aftermarket parts.



All defects and scratches as well as the service history of the watch must be described in detail in the listing on Chrono24.



A modified watch can be inspected under **Certified by Chrono24** and issued with a certificate of authenticity. However, the replacement parts are documented during the certification process and noted on the certificate.



Customized

- A watch's key components are original or genuine, even if they have been modified or adapted to give the watch a distinctive look (e.g., diamonds on the dial or case, PVD coating, etc.).
- Key components may deviate from the original design as long as they do not bear a trademark or logo, and this is explicitly described in the listing.



Customized watches are permitted on Chrono24, but all defects and scratches as well as the service history of the watch must be described in detail in the listing.



Customized watches are excluded from certification and cannot be issued with a certificate of authenticity.

Fake or Counterfeit

- At least one important component is not authentic or original.
- More than two important components have been replaced with non-branded aftermarket parts, unless specifically described as customized or modified in the listing.
- The entire watch is counterfeit, i.e., a replica of a real model.
- The watch is made up of a number of original parts from different models, but does not contain any aftermarket parts.



These watches are not permitted on Chrono24.



Accessories, Box, and Papers

We also check the authenticity of the box, papers, and accessories, but these components do not affect our assessment of the watch's authenticity. Even so, we cannot certify watches that we determine to be inauthentic.

