



CASE STUDY

# Paris Baguette

Making a national chain feel local

The “Love Baked In” murals inside Paris Baguette’s newest cafés highlight the special character of each neighborhood — and showcase the complementary capabilities of Taylor and Bolster.

Bolster, a Taylor company, designs 30' x 6' murals that celebrate landmarks and cultural icons unique to the surrounding communities. Taylor uses its expertise with large-format printing and graphics installation to add the eye-catching visuals to the stores.

Bolster then creates augmented reality (AR) experiences for TikTok and Snapchat. Scanning the murals on mobile devices makes 3D animations suddenly appear, delighting Paris Baguette customers with full-motion tributes to each city. At last count, 60 cafes were complete with more on the way.



EXPERIENTIAL DESIGN | LARGE-FORMAT GRAPHICS | DIGITAL CONTENT CREATION