



Girard-Perregaux

Celebrating a milestone anniversary

Swiss luxury watchmaker Girard-Perregaux wanted to celebrate the 50th anniversary of its iconic Laureato sport watch collection with museum-quality in-store displays.

Acrylic Design Associates, a Taylor company, custom fabricated multi-layer painted acrylic panels that echoed the depth and detailing of a watch face. Laser-etched pyramid textures and metallic gold finishes embodied luxury while the use of white acrylic risers pulled everything together for a clean, gallery-style presentation. ADA's precision and attention to detail allowed Girard-Perregaux to bring the story of heirloom-quality watchmaking to life.



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