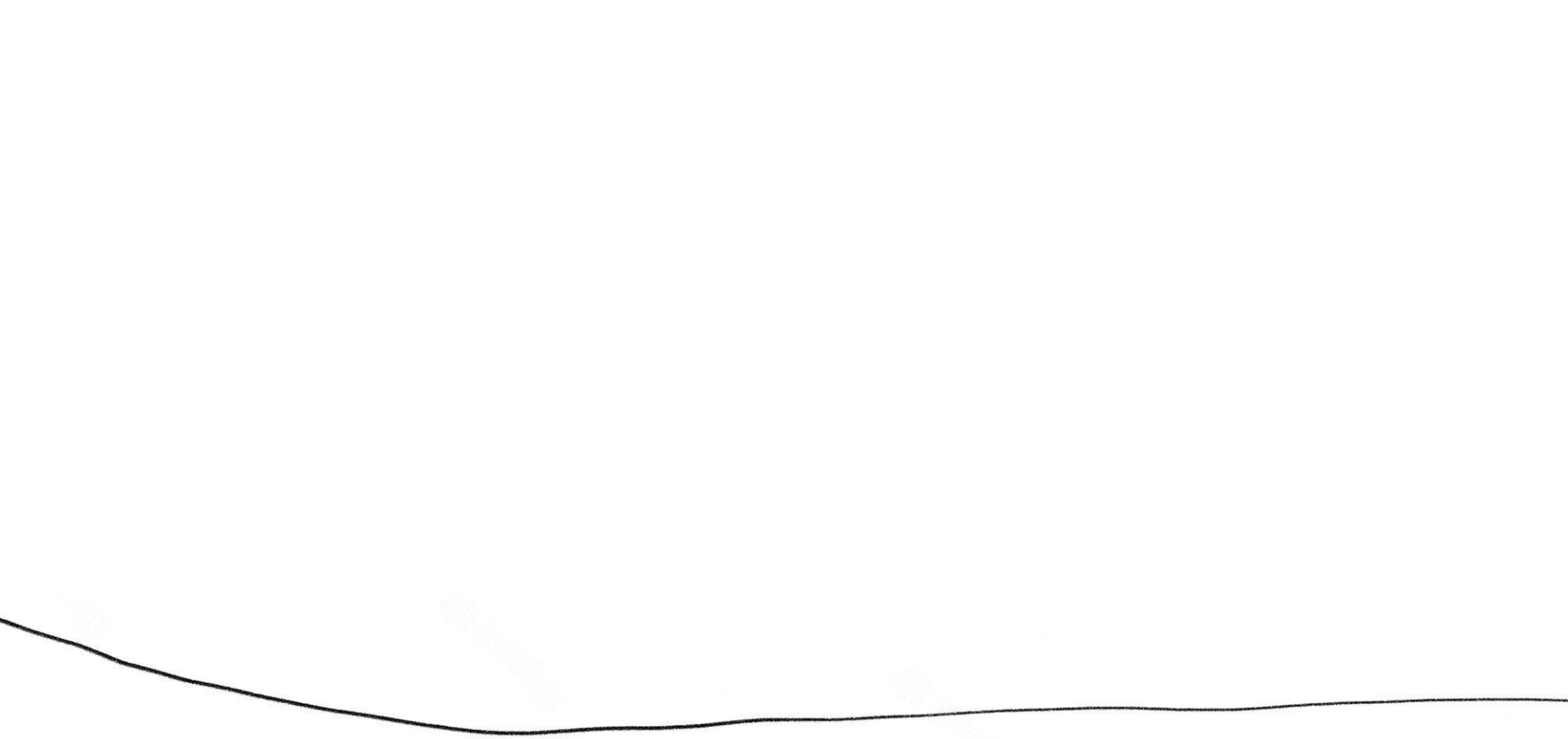


DESIGN PORTFOLIO 2025

PORT YAU FOLIO



“ Design is more about storytelling , it is inspirational, evokes emotion and insightful.”



About Chloe

Ms. Chloe Yau is an Interior & Architectural Designer with international experience on projects across Hong Kong, Southeast Asia, and London.

Her career has spanned over 10 years, during which she has gained extensive expertise across a wide range of project scales, from standalone retail stores to mixed-use developments. She has worked at Foster + Partners, where she played a leading role in creative strategic direction and interior design, including the large-scale retail mall remodel in South Korea and the design of the Zayed National Museum Galleries in Abu Dhabi. Previously, she worked with Studio X before moving to London, where she took on leadership roles in overseeing projects such as the Melco Beverly Arcade Renovation, Din Tai Fung at Studio City Macau, and K11 Atelier Ningbo, with responsibility for all project stages and design output. She also worked at the Hong Kong-based creative studio LAAB Architects, where she contributed to the design of several major and notable areas of K11 Musea and f22 Foto Space.

Chloe has also gained client-side experience, working within the in-house design team at Starbucks, where she completed several signature Reserve projects for the Korean market. A common thread across all her projects is a commitment to creating exceptional experiences that enhance people’s lives and improve the performance of her clients’ businesses.

PROJECT
A



f22 foto Space



Nature Discovery Park
K11 Musea

ART + ARCHITECTURE

PROJECT
C



Lee Yuen
Housewares Co.,Ltd



Harvey Nichols Doha

COMMERCIAL

PROJECT
R



Tea Chateau ifc



Starbucks Reserve Stores

RETAIL

PROJECT
A

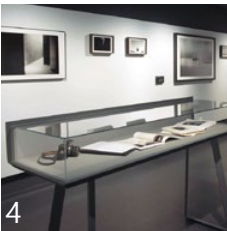
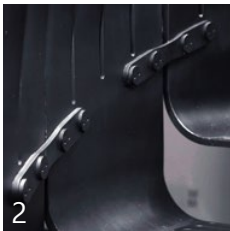
f22 foto space

Hong Kong Private Photography Gallery

Location	Happy Valley , Hong Kong
Professional Office	LAAB Architects Limited
Completed Date	June, 2017
Area	1000 sqm (3 level)
Stages Involved	Concept & design strategy
	Schematic Design
	Design Development
	Construction Coordination
	On-site Supervision
	Tendering



- 1. Building Outlook
- 2. Staircase joint details
- 3. Film inspired basin
- 4. Mid floor display design
- 5. Cafe 22 design
- 6. Gallery Entrance view
- 7. Worn off bass camera lens inspired door
- 8. Entrance metal floor plate details
- 9. Camera aperture inspired staircase



f22 foto space

Design Narrative

The story of Leica – f22 Foto Space is a one-of-a-kind cultural hub in Hong Kong, dedicated to photography and design. The Foto Space features exhibitions, a photo book shop, a Leica camera boutique, and a lovely café. A black-painted camera documents its interaction with the photographer, just as f22 documents its interaction with time and people. The design team used brass as the primary material to fabricate the door and stairs, then painted them black. Over time, the black paint wears off, revealing the brass underneath. To create a cinematic entrance, I studied camera development and incorporated design elements from various generations of camera lenses into the door. The aperture in the ceiling controls the amount of light entering the space. I worked closely with engineers to translate camera elements into structural components. Inspired by the camera aperture, the circular staircase plays with light, shadow, and speed. The two galleries, rendered in black and white, form a visual dialogue between the two floors.

Award:

Architizer A+Awards in Architecture + Stairs
German iF Award
Red Dot Award
Taiwan Golden Pin Award
FRAME Best Craftsmanship Award
DFA Design for Asia Awards 2018 Bronze Award



5/f Floor Plan



Staircase Isometric View



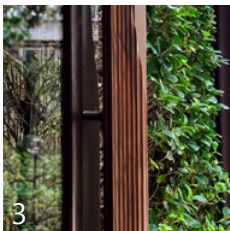
Cinematic Entrance

PROJECT
A

Nature Discovery Park K11 Musea

A rooftop nature conservatory

Location	Tsim Sha Tsui , Hong Kong
Professional Office	LAAB Architects Limited
Completed Date	August , 2019
Area	1395 sqm
Stages Involved	Concept & design strategy
	Design Development
	Construction Coordination
	On-site Supervision
	Tendering



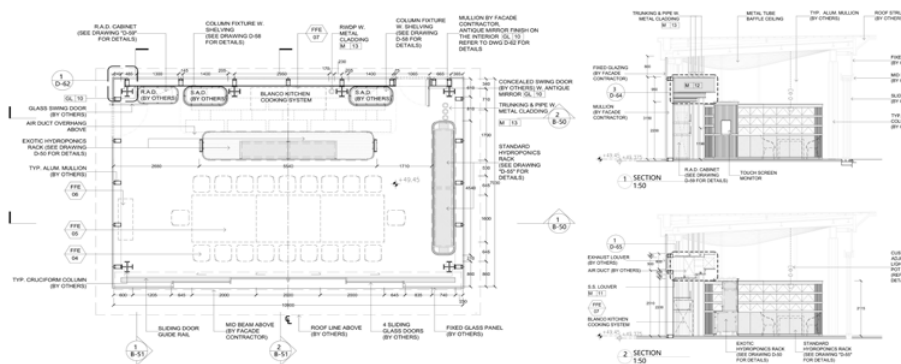
Nature Discovery Park K11 Musea

Design Narrative

The Nature Discovery Park on Level 8 of K11 MUSEA is a design collaboration by PLandscape and LAAB Architects, with lighting design by Speirs + Major. The Park immerses visitors in natural wonders by offering experiential learning and farm-to-table dining experiences. At the center of the Nature Discovery Park is the Conservatory, which brings local, seasonal crops to the table. The Conservatory features large glass sliding doors that open its interior to the outdoor Farm, sheltered by a rhythmic roof inspired by the lightness and dynamic movement of butterfly wings. During the day, the seasonal crops grown in the Farm enhance the views from the Conservatory. At night, the Firefly Tree lighting designed by Speirs + Major illuminates the park, offering a magical experience in the dark. Surrounding the Conservatory are the Archive, the Vivarium, the Farm, the Butterfly Garden, and the Nursery, all carefully cultivated to provide a diverse and immersive urban nature discovery experience within K11 MUSEA. Our loose-set planning is designed to encourage customers to engage with products by dissolving the threshold between the walkways and the retailers. We encourage retail operators to take advantage of this characteristic by placing products and communications in optimal locations in order to support this approach and optimize sales.

Award:

Japan Good Design Award Winner
World Architecture Festival Winner (China)
IFLA Asia-Pacific Award of Excellence in Sky rise Greenery



The Conservatory floor plan

The Conservatory sections



Zoning overview

1. Building and rooftop garden outlook
2. The conservatory roof details
3. Hand Craft sustainable wood door handle
4. Hand Craft sustainable wood planter lamp
5. Custom long dining table
6. Sliding doors to connect outdoor farm
7. Open kitchen and dining area
8. Arrival lobby - Butterfly Archive
9. Night view at the conservatory

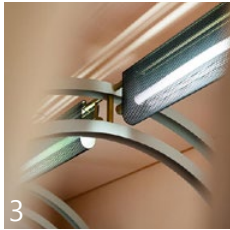
PROJECT
C

Lee Yuen Housewares Co.,Ltd

Hong Kong kitchen showroom

<https://my.matterport.com/show/?m=tQTDN4sRTKk>

Location	Kwun Tong , Hong Kong
Professional Office	Studio X Limited
Completed Date	June, 2021
Area	141 sqm
Stages Involved	Concept & design strategy
	Schematic Design
	Design Development
	Construction Coordination
	Project Management
	Tender Management



Lee Yuen Housewares Co.,Ltd

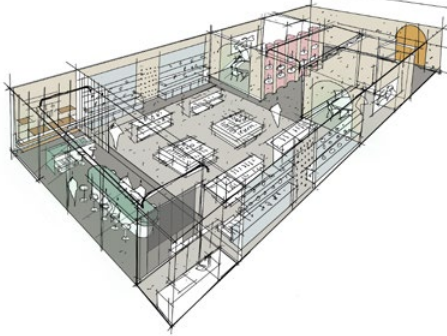
Design Narrative

Lee Yuen Housewares is a space dedicated to the systematic, handcrafted, and experimental aspects of cooking, where innovation and exploration are encouraged in an environment that seamlessly blends tradition and modernity. This creates an immersive, personalized shopping experience for customers.

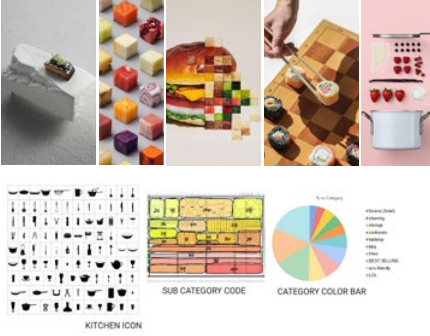
Lee Yuen, a key supplier to Williams Sonoma, Whittard of Chelsea, and Dean & DeLuca, offers premium cooking tools and gadgets. The project involved the strategic reorganization of a 5,000-SKU product catalog to maximize the use of existing warehouse space. The team adopted a visual merchandising method to display featured products while incorporating an indexed storage system with pull-out drawers for the entire catalog. The space is designed for buyers to gain a full, immersive understanding of the product range. It also features a working kitchen, demo area, meeting rooms, and a new product gallery. The main objective is to improve the performance of our clients' businesses by creating exciting, emotive spaces that are highly functional. This project epitomizes that approach.

Award:

DNA Paris Design Awards 2022 Winner



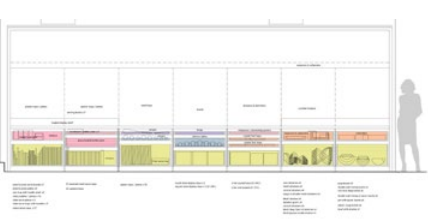
Conceptual sketch



Concept ideas



Wall bay display categories diagram



Lower drawers display zoning



Axonometric View

1. Interior shop view
2. Entrance door feature lamp & door handle
3. Arches detail
4. Portal corridor
5. Flooring details
6. Hero product display entrance
7. Kitchen hanging shelf details
8. Wall bay display unit details

PROJECT C

Harvey Nichols Doha

Department Store

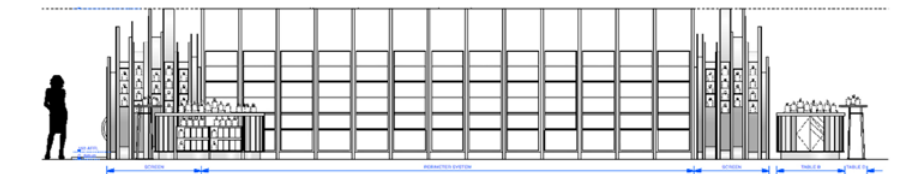
Location	Doha , Qatar
Professional Office	Studio Four IV Limited
Completed Date	March , 2017
Area	7400 sqm
Stages Involved	Details Design Design Development Construction Coordination



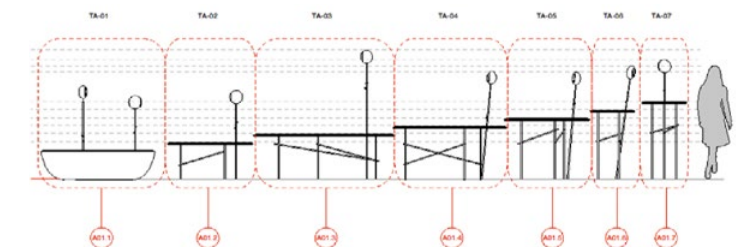
Harvey Nichols Doha

Design Narrative

The design for this 7,400 sqm store blends luxurious materials and bespoke finishes with a central veil concept inspired by traditional Arabic residences. This unique feature was created to provide circulation to all three floors of the full-line department store, with technology seamlessly integrated into stunning glass panels specially produced for the scheme. Elsewhere, the square-edge concept combines corroded metals with large panels of precisely selected precious stones, including marble, alabaster, and onyx—all imported from Italy.



Fragrance Display Wall Elevation Design



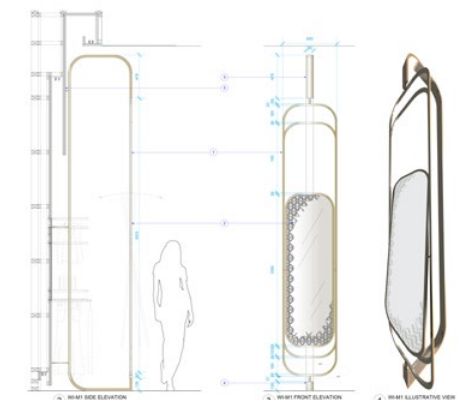
Accessories Display Table Kit Design



2/F Layout Plan



Escalator Cladding Design Concept



Mirror Design details

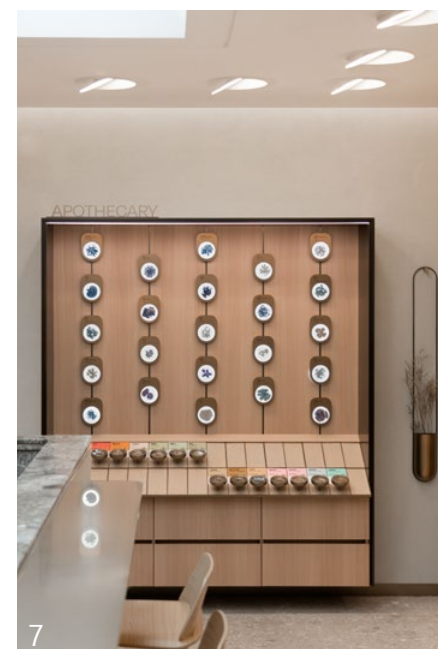
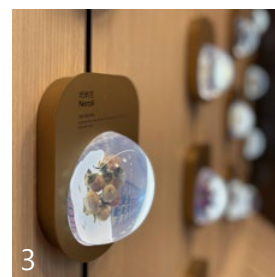
1. Women Department
2. Jewellery Department
3. Accessories Department Concept
4. Women Accessories waiting area
5. Women VIP Zone
6. Women VIP zone Concept
7. Accessories wall & mid floor design

PROJECT
R

Tea Chateau ifc

Capsule tea concept store

Location	ifc mall , Hong Kong
Professional Office	Studio X Limited
Completed Date	February , 2021
Area	31 sqm
Stages Involved	Concept & design strategy
	Schematic Design
	Design Development
	Construction Coordination
	Project Management
	Tender Management



Tea Chateau ifc

Design Narrative

TO REDEFINE THE NEW TEA JOURNEY WITHIN THE CONTEXT OF THE TEA CHATEAU BRAND

WELLNESS

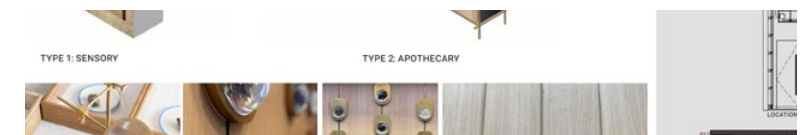
Elevate the feeling of “wellness” in the context of the Tea Chateau brand. Promote strong brand stories and develop a “tea as therapy” experiential proposition.

EXPERIENCE

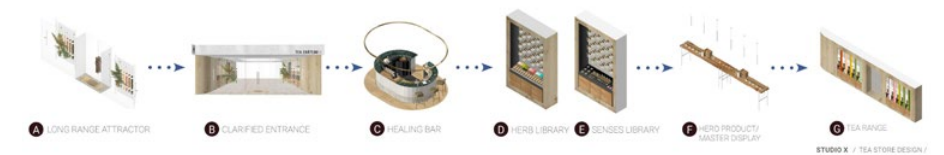
The store experience should draw customers in deeper and reveal more over time. They should be intrigued to learn its backstory, which should be leveraged and clarified.

CRAFTSMANSHIP

The Tea Chateau brand needs to represent a discerning choice. It should be intriguing, with its appeal stemming from a knowledge base, craftsmanship, and ultimately, rarity.



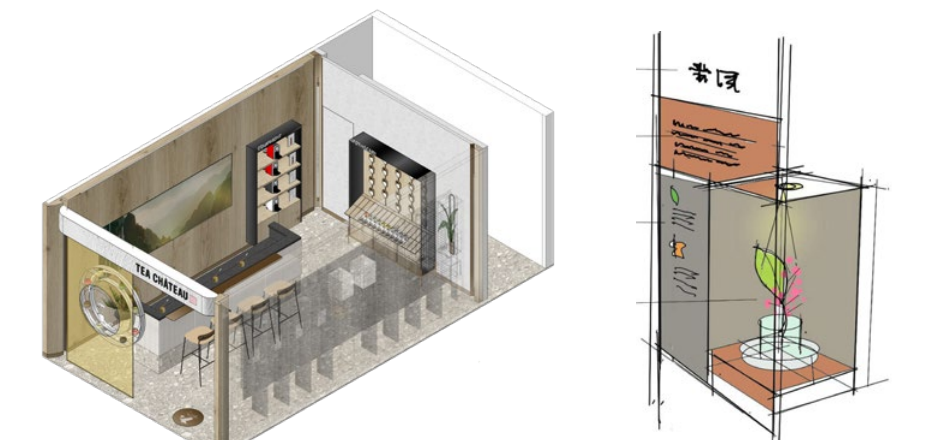
Store design philosophy



Customer journey



Different format of stores



ifc conceptual store overview

Display box idea

1. Wall bay capsule tea display wall
2. Custom tea planter for shopfront
3. Ingredient resin plate
4. Fluted counter details
5. Shopfront view
6. Capsule wall bay graphic
7. Apothecary library

PROJECT R

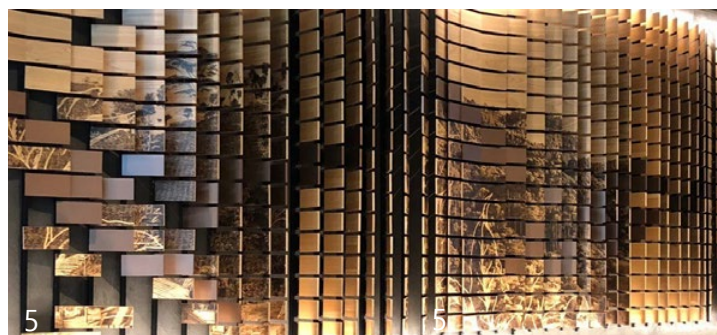
Starbucks Reserve Stores

Korea Region Starbucks

Location	Seoul , South Korea
Professional Office	Starbucks Asia Pacific
Completed Date	2017-2019
Area	Various
Stages Involved	Concept & design strategy Schematic Design Design Development Construction Coordination FF&E & Artworks Design



1. Shopfront 3D Visualization
2. Island Bar 3D Visualization
3. Custom landscape artwork wall (reused coffee filter paper)
4. Shopfront & entrance door Design
5. Custom metal artwork details
6. Weaving artwork details

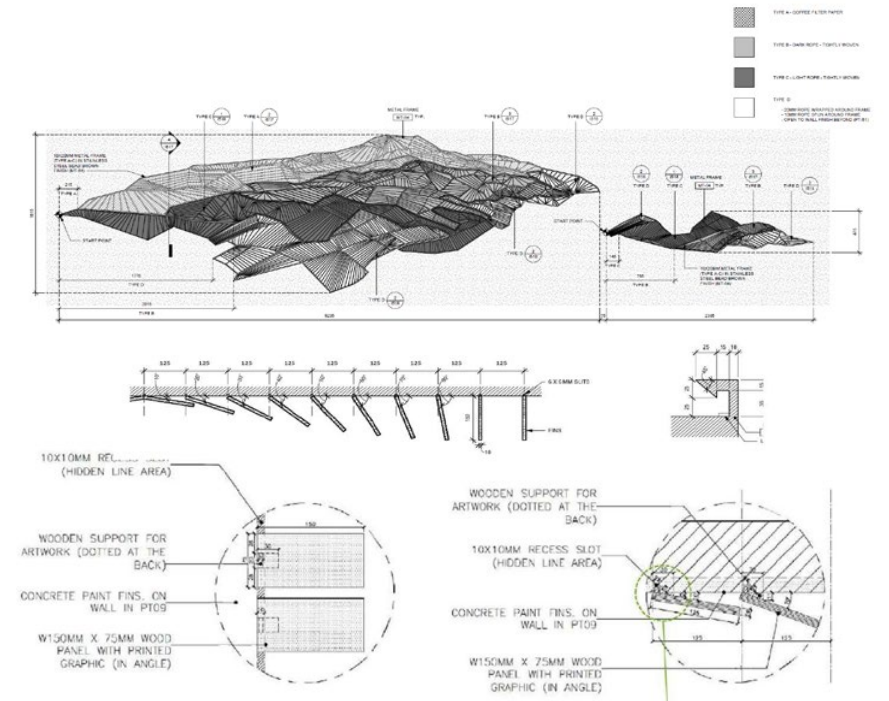


Starbucks Reserve Stores in South Korea

Design Narrative

During my time working at Starbucks as a Senior Project Designer, I have had the opportunity to incorporate the needs and goals of customers into creating unique, comfortable, consistent, and sustainable stores throughout South Korea. I strive to reduce the environmental impact of our stores, and this commitment influences nearly every aspect of how we approach design and construction, including landscape, building methods, materials, lighting, and more.

I believe a coffeehouse should be a welcoming, inviting, and familiar place where people can connect. Therefore, I designed each store to reflect the unique character of the neighborhoods they serve and the cultural stories behind them. I am also passionate about how design can connect us to sustainable building practices and provoke thoughtful engagement with the built environment.



Coffee Artwork Details



Reserve Store iso overview