

DESIGN PORTFOLIO
2025





Shaping immersive brand journeys through thoughtful design and strategic storytelling.



About Chloe

I design immersive retail and hospitality environments that unite brand strategy with precise delivery ; creating spaces that are both emotionally resonant and operationally sound.

With over 12 years of international experience across Asia, Europe, and the Middle East, I specialize in shaping customer journeys, developing scalable retail formats, and leading end-to-end project execution ; from narrative concept and space planning to tender coordination, site supervision, and budget control.

My approach bridges creative vision with commercial clarity. I've led brand repositioning and rollout programs for global names, always balancing design integrity with measurable business outcomes. I'm passionate about crafting human-centered spaces that respond to culture, elevate identity, and support long-term growth in an ever-evolving market.

SELECTED WORKS

ARCHITECTURAL

A



f22 foto Space



Retail Mall Renovation
in South Korea

BRANDING

B



Tea Chateau ifc



Starbucks Reserve Stores -
South Korea

COMMERCIAL

C



Lee Yuen Housewares Co., Ltd



Nature Discovery Park
K11 Musea

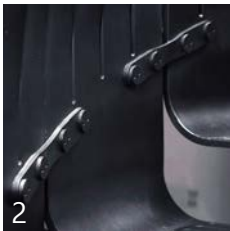


f22 foto space

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	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Design Development• Construction Coordination• On-site Supervision• Tendering
Role	Design Lead · Concept Development · Material Sourcing · Tender Coordination · Construction Supervision · Project Management · Regulatory Compliance · Post-Handover Review
Award:	<ul style="list-style-type: none">• Architizer A+Awards in Architecture + Stairs• German iF Award• Red Dot Award• Taiwan Golden Pin Award• FRAME Best Craftsmanship Award• DFA Awards 2018 Bronze Award

- 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



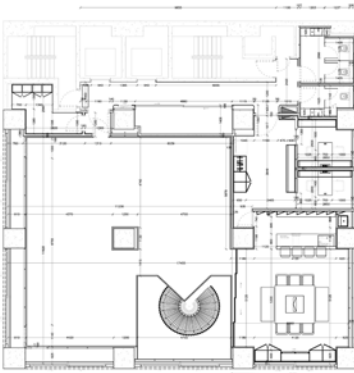
f22 foto space

Design Narrative

- Designed a cinematic spatial journey inspired by the mechanical beauty of vintage cameras, translating photographic elements into architectural features.
- Studied camera evolution to inform bespoke design elements, including a brass-worn entrance door resembling a vintage lens and an aperture-inspired circular staircase that plays with light and shadow.
- Specified brass as a primary material, with intentional aging to reveal craftsmanship and passage of time through user interaction.
- Collaborated with structural engineers to translate intricate camera mechanisms into feasible, code-compliant architectural details.
- Curated a black-and-white gallery sequence to create a visual dialogue across two levels, emphasizing light control, material tactility, and emotional engagement.
- Oversaw on-site construction coordination, material sourcing, and defect resolution to ensure high-fidelity execution of design vision.



Staircase Isometric View



5/f Floor Plan



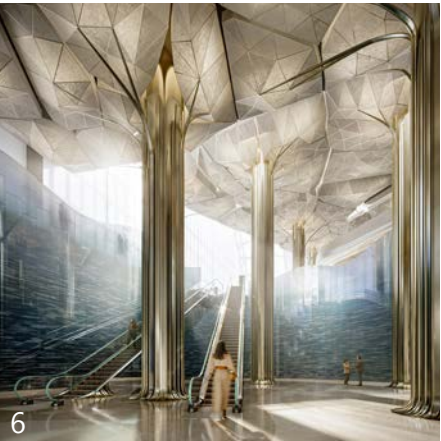
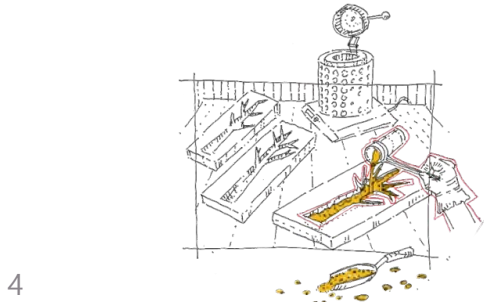
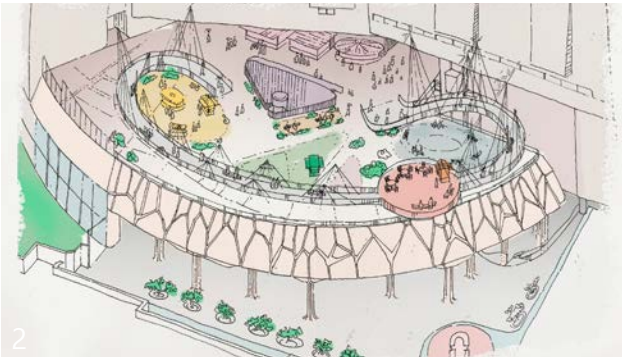
Cinematic Entrance



Retail Mall Renovation

Iconic Luxury Mall Transformation

Location	South Korea
Professional Office	Foster + Partners Limited
Completed Date	2027
Area	24,000 sqm (6 Levels)
Stages Involved	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Construction Coordination
Role	Spatial Strategy Lead · Concept Development · Schematic Design · Contractor & Consultant Liaison · Internal Stakeholder Coordination · External Vendor Management



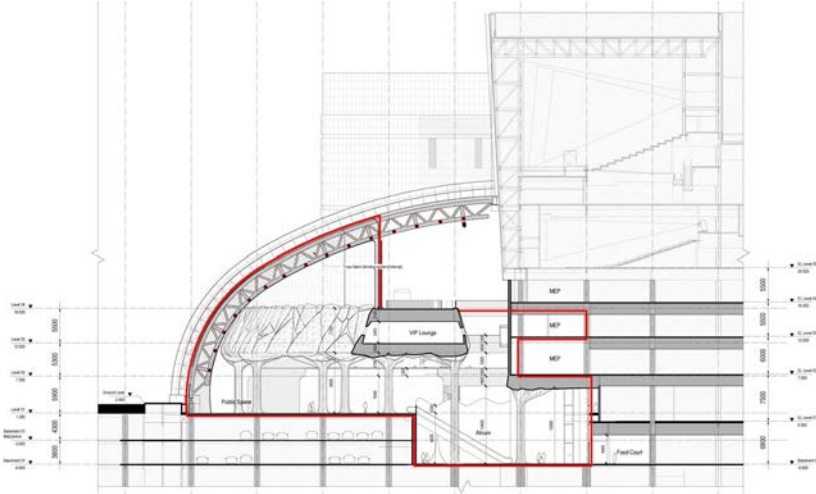
Retail Mall Renovation

Design Narrative

- Reimagined a luxury shopping mall through a storytelling lens, inspired by the mythical underwater kingdom and the transformation of minerals into jewels.
- Developed a signature spatial language using metallic-clad mega-columns and Hanji-paper-inspired canopies, merging Korean cultural heritage with contemporary retail architecture.
- Enhanced existing structural elements as experiential wayfinding and immersive brand moments within the visitor journey.
- Collaborated closely with structural engineers, lighting designers, and contractors to ensure design feasibility, material integrity, and craftsmanship at scale.
- Led construction coordination across early build phases to maintain creative alignment and proactively solve technical challenges on site.
- Supported client presentations and stakeholder workshops to drive design approvals and align evolving commercial requirements with creative vision.



L1 Retail planning



Mall section drawing

1. Sky Atrium
2. Public Space concept sketch & mall mood images
3. Iconic Space_Bar
4. Concept Sketches_Icnic Space & Columns (Jewellery making)
5. Column & Canopy Detail Design
6. Atrium Design (VIP Arrival)

BRANDING

B

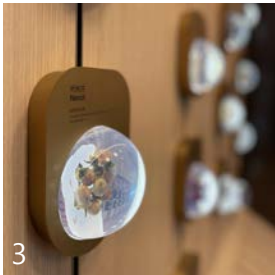


Tea Chateau ifc

Capsule Tea Concept Store

Location	ifc mall, Hong Kong
Professional Office	Studio X Limited
Completed Date	February, 2021
Area	31 sqm
Stages Involved	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Design Development• Construction Coordination• Project Management• Tender Management
Role	Design Lead · Branding Strategy · Concept Development · Customer Journey Mapping · Tender Coordination · Construction Supervision · Retail Experience Curation · Project Management · Regulatory Compliance · Post-Handover Review · Site Report · Site Evaluation & Location Feasibility

- 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



Tea Chateau ifc

Design Narrative

- Designed a wellness-driven retail experience redefining tea culture through the lens of therapeutic rituals, aligning with Tea Chateau's brand narrative of "Tea as Therapy."
- Created an immersive capsule format store where custom wall bays, curated displays, and a crafted apothecary library guide customers through ingredient storytelling and product discovery.
- Developed signature visual merchandising strategies that balanced product density with an emotive brand journey, enhancing in-store engagement and cross-category exploration.
- Led tender coordination and vendor selection processes to align construction methods, material quality, and fit-out details with brand and budget objectives.
- Supervised on-site construction and resolved build challenges in real-time to maintain design fidelity and optimize customer flow within a compact footprint.
- Integrated sustainable material selections and modular design elements to future-proof the brand's evolving retail formats.



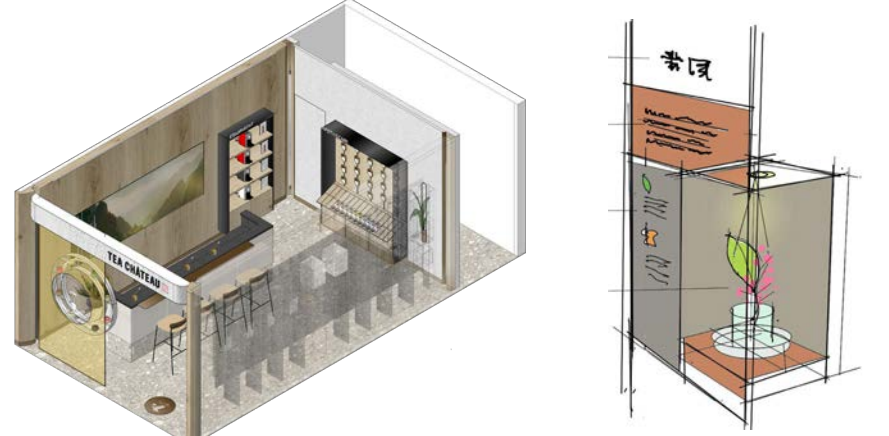
Store design philosophy



Customer journey



Different format of stores



ifc conceptual store overview

Display box idea

BRANDING

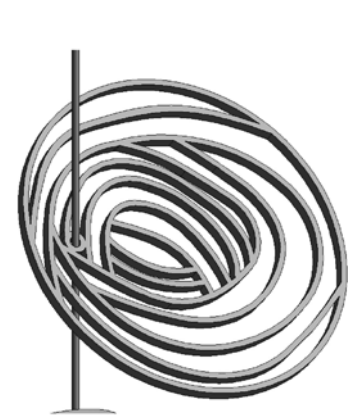
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Starbucks Reserve Stores

Core & Reserve Stores Rollout

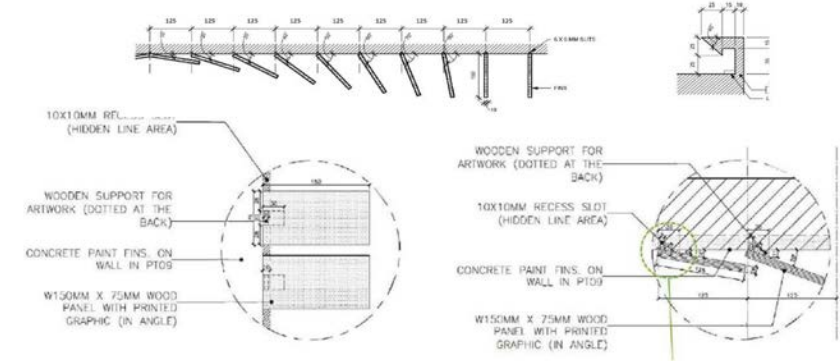
Location	Various Locations, South Korea
Professional Office	Starbucks Coffee Asia Pacific
Completed Date	2017-2019
Area	Varios for 30+ stores
Stages Involved	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Project Management• Construction Coordination• Stakeholder Alignment• Tender Support
Role	Senior Project Designer · Design Lead · Regional Guideline Development · FF&E & Artwork Curation · Collaboration with Local Artists · Market Trip Planning & Vendor Engagement · Site Evaluation · Project Coordination · Construction Supervision · Sustainable Design Integration · Stakeholder & Vendor Management



Starbucks Coffee South Korea - Core & Reserve Stores

Design Narrative

- Designed 30+ stores across South Korea, incorporating cultural storytelling and neighborhood context to ensure each location felt unique, welcoming, and rooted in local identity.
- Led the development of regional design guidelines to ensure consistency in customer experience while maintaining flexibility for site-specific adaptation.
- Integrated sustainable practices throughout the design and construction process — including material selection, lighting strategies, and low-impact building methods.
- Collaborated with cross-functional teams to balance brand aesthetics, local operational needs, and construction feasibility within diverse commercial environments (shopping malls, department stores, street fronts).
- Oversaw project coordination from concept through handover, including site evaluations, contractor engagement, and progress monitoring to meet timeline and budget goals.
- Advocated for design as a tool to foster community connection and environmental responsibility in fast-paced retail expansion.



Wall artwork details



Coffee Bar counter detail design

1. Shopfront 3D Visualization
2. Island Bar 3D Visualization
3. Custom landscape artwork wall (reused coffee filter paper)
4. Coffee Bean Ceiling feature
5. Weaving artwork details

COMMERCIAL

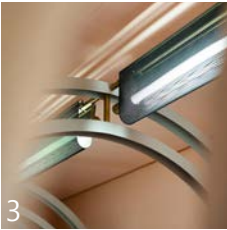
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Lee Yuen Housewares Co., Ltd

Hong Kong Kitchen Showroom

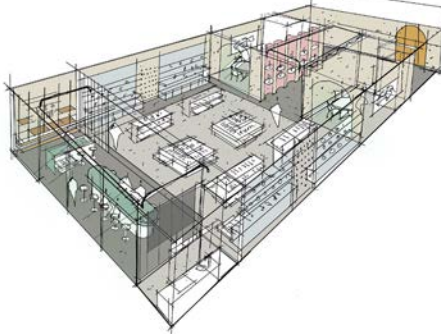
Location	Kwun Tong, Hong Kong
Professional Office	Studio X Limited
Completed Date	June, 2021
Area	141 sqm
Stages Involved	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Design Development• Construction Coordination• Project Management• Tender Management
Role	Design Lead · Space Planning · Visual Merchandising Strategy · Customer Journey Strategy · Fixture Design Development · Tender Coordination · Construction Supervision · Project Management · Timeline & Budget Oversight
Award	<ul style="list-style-type: none">• DNA Paris Design Awards 2022 Winner



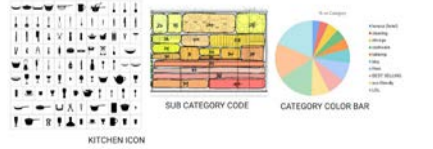
Lee Yuen Housewares Co.,Ltd

Design Narrative

- Transformed an industrial warehouse space into a high-end kitchen showroom, blending immersive retail experience with functional efficiency.
- Developed a strategic spatial layout and visual merchandising system to showcase over 5,000 SKUs, optimizing customer flow and maximizing product visibility.
- Created dedicated product zoning and a modular storage system integrating pull-out drawers and hero product displays for targeted storytelling.
- Led tender management, contractor coordination, and construction supervision to deliver the project within tight budget and timeline constraints.
- Integrated an operational working kitchen, demo area, and meeting rooms to enhance customer interaction and business-to-business engagement.
- Applied a detail-oriented approach to fixture design and materials selection to elevate the brand's premium positioning within the lifestyle and kitchenware sectors.



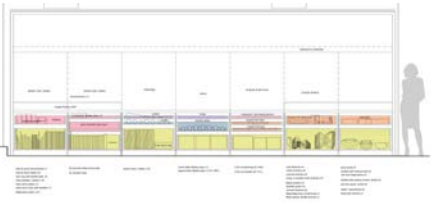
Conceptual sketch



Concept ideas



Wall bay display categories diagram



Lower drawers display zoning



Axonometric View

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

COMMERCIAL

C



Nature Discovery Park K11 Musea

A Rooftop Nature Conservatory

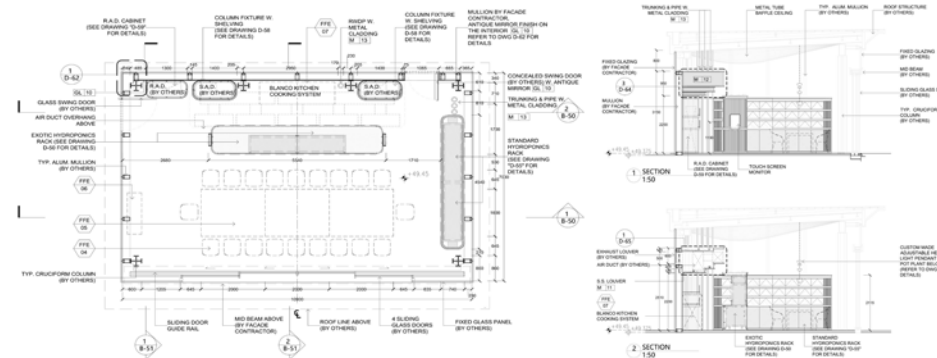
Location	Tsim Sha Tsui, Hong Kong
Professional Office	LAAB Architects Limited
Completed Date	August, 2019
Area	1395 sqm
Stages Involved	<ul style="list-style-type: none">• Concept & Design Strategy• Schematic Design• Design Development• Construction Coordination• Project Management• Tender Management
Role	Design Lead · Branding Strategy · Customer Journey Strategy · Fixture Design Development · Tender Coordination · Construction Supervision · Hospitality Experience Curation · Internal Stakeholder Coordination
Award	<ul style="list-style-type: none">• Japan Good Design Award Winner• World Architecture Festival Winner (China)• IFLA Asia-Pacific Award of Excellence in Sky rise Greenery



Nature Discovery Park K11 Musea

Design Narrative

- Co-led the design of Nature Discovery Park at K11 MUSEA, an immersive rooftop environment blending experiential learning, farm-to-table dining, and urban biodiversity.
- Developed a spatial narrative centered around the Conservatory, a glass-enclosed pavilion with sliding doors that open to a rooftop farm, inspired by the organic motion of butterfly wings.
- Designed the rhythmic, lightweight roof structure and open-plan flow to connect indoor and outdoor experiences while celebrating seasonal crops and natural light.
- Collaborated with lighting designers Speirs + Major to integrate poetic after-dark moments including the Firefly Tree installation, enhancing the sensory journey from day to night.
- Strategically positioned supporting programs including the Archive, Vivarium, Butterfly Garden, and Nursery to create a diverse, walkable ecosystem that promotes interaction, reflection, and discovery
- Adopted a loose-set planning approach to dissolve barriers between walkways and curated zones, encouraging deeper visitor engagement and future retail activation.



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