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# KLAAS DE JONG

SPATIAL DESIGNER

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SAMSUNG

NIKE

AUDI

PUMA

WRANGLER

IITTALA

ESTELLE

Spaces that  
speak *before*  
you do

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**SAMSUNG**

Technology made *tangible*



SAMSUNG EXPERIENCE STORE  
MALL OF THE NETHERLANDS

A flagship retail environment translating Samsung's connected ecosystem into a clear and immersive spatial experience.

| CLIENT  | DISCIPLINE       | ROLE             | YEAR |
|---------|------------------|------------------|------|
| Samsung | Brand Experience | Concept & Design | 2022 |













**NIKE**

Movement made *physical*



NIKE STORE  
MALL OF THE NETHERLANDS

A spatial concept translating Nike's values of movement, sustainability and performance into an immersive retail experience.

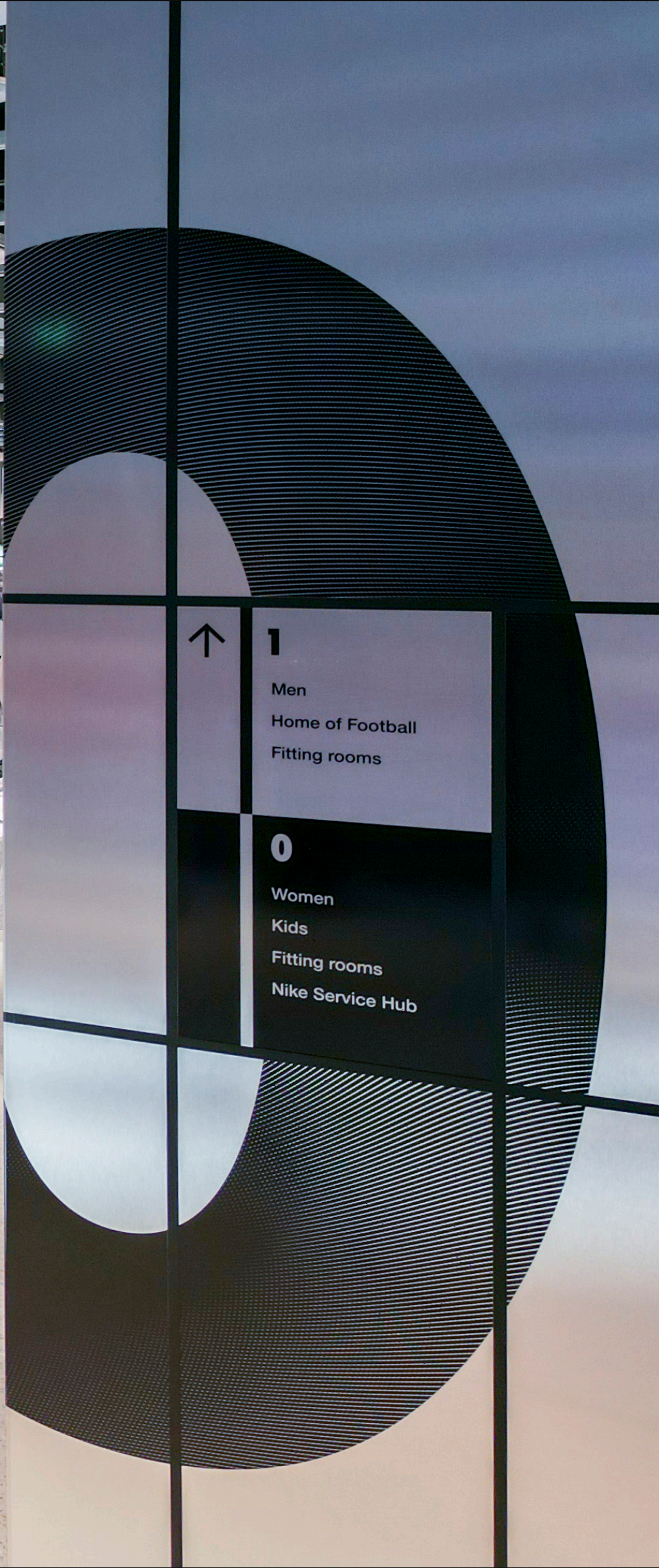
| CLIENT | DISCIPLINE     | ROLE   | YEAR |
|--------|----------------|--------|------|
| Nike   | Spatial Design | Design | 2024 |













People don't experience spaces as floor plans.

They remember atmosphere, rhythm and the feeling of being understood.

Every surface and every sightline is a sentence in a story your brand tells before anyone speaks.

I design that story with *intention*.



**WRANGLER**

Heritage made *contemporary*



WRANGLER STORE  
CHESHIRE OAKS

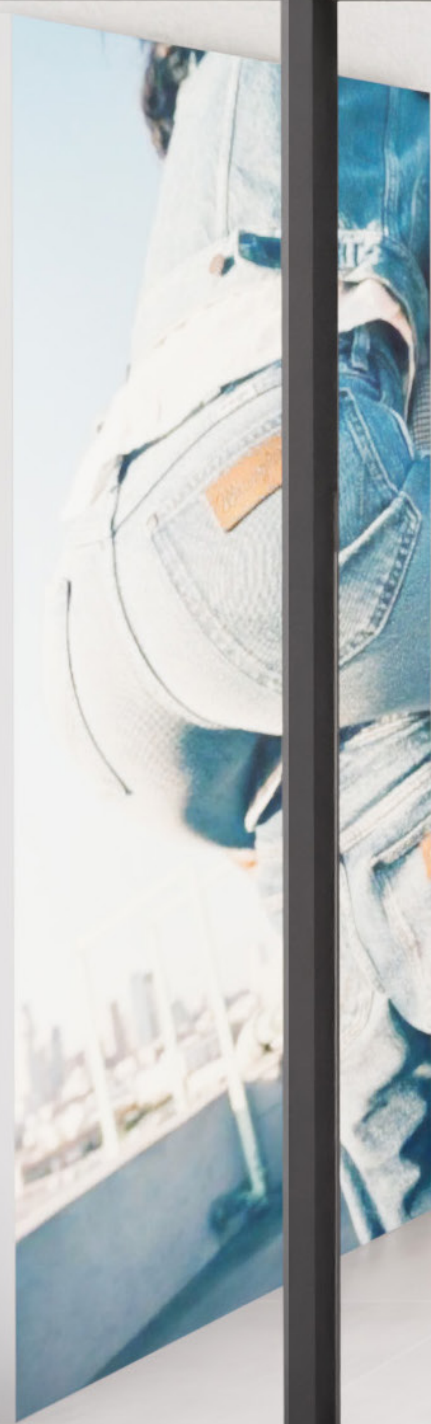
A flagship store concept built around clarity, flexibility and brand storytelling. Warm materials, structured merchandising and layered visual communication create an intuitive and contemporary retail experience.

|          |                  |                                             |
|----------|------------------|---------------------------------------------|
| CLIENT   | DISCIPLINE       | ROLE                                        |
| Wrangler | Brand Experience | Concept, SketchUp modelling & visualization |





# Wrangler

















# PRODUCT PINE

Discovery made *physical*



PRODUCT PINE STORE

A retail environment balancing innovation and simplicity, where cutting-edge products are presented within a warm, minimalist setting designed for discovery.

|             |                |                  |      |
|-------------|----------------|------------------|------|
| CLIENT      | DISCIPLINE     | ROLE             | YEAR |
| ProductPine | Spatial Design | Concept & Design | 2019 |













**SIMON LÉVELT**

Taste made *personal*



# SIMON LÉVELT STORE

A spatial concept centred on discovery, transforming the traditional tea and coffee store into an open and immersive tasting experience.

| CLIENT       | DISCIPLINE     | ROLE             | YEAR |
|--------------|----------------|------------------|------|
| Simon Lévelt | Spatial Design | Concept & Design | 2018 |













**ESTELLE**

Science made *personal*



ESTELLE STORE

A spatial concept blending scientific expertise with lifestyle retail, inviting visitors to discover, test and personalise products through hands-on experimentation.

| CLIENT  | DISCIPLINE       | ROLE             | YEAR |
|---------|------------------|------------------|------|
| Estelle | Brand Experience | Concept & Design | 2021 |





Estelle®









YTTP

Transition made *intentional*



YTPP SPATIAL CONCEPT

A self-initiated spatial concept exploring how environments can support transformation through a sequence of spatial states: Arrival, Transition, Focus and Recovery.

|        |                     |                   |      |
|--------|---------------------|-------------------|------|
| CLIENT | DISCIPLINE          | ROLE              | YEAR |
| YTPP   | Experience strategy | Strategy & Design | 2026 |





YTTP SPATIAL NARRATIVE

From external pressure  
to internal strength.

CITY BEFORE

Constant input, no pause



ARRIVAL

Leave the city behind



TRANSITION

Shift your focus inward



PERFORMANCE

Move with purpose



RECOVERY

Reconnect and restore



CITY AFTER

Return with clarity

02. ARRIVAL

Leave the city behind

A decompression space where external noise fades and attention begins to reset.

“Noise fades, attention sharpens.”



03. TRANSITION

Shift your focus inward

A threshold between the outside world and focused movement, designed to slow the mind and prepare the body.

“Before movement comes intention.”





# 04. PERFORMANCE

Move with purpose

A focused environment stripped back to the essentials, allowing attention to shift from distraction to movement.

“Where focus becomes movement.”



## Return with Clarity

Noise → Clarity

Stress → Control

Distraction → Focus

Fatigue → Energy

Pressure → Presence

Tension → Flow

# 05. RECOVERY

Reconnect and restore

A warm and restorative space that reintroduces comfort, connection and reflection before returning to the city.

“Leave stronger than you arrived.”



The real transformation begins after you leave.



Why it matters?

Before performance comes *transition*.



IITTALA

Craft made *visible*



# IITTALA BRANDSTORE BERLIN

A flagship retail experience celebrating Iittala's design heritage through craftsmanship, materiality and storytelling. Production moulds, colour archives and a multifunctional event space reveal the creative process behind one of Finland's most iconic design brands.

|         |                  |                |      |
|---------|------------------|----------------|------|
| CLIENT  | DISCIPLINE       | ROLE           | YEAR |
| Iittala | Brand Experience | Spatial Design | 2018 |













Spaces that speak *before* you do.

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