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MEDIA KIT



JULEE IRELAND



INTERIOR DESIGN ARCHITECT
PRODUCT DESIGNER
TV HOST
INDUSTRY EDUCATOR & SPEAKER
FOUNDER OF HOME RENOVATION SCHOOL



Meet Julee Ireland

the heart and hammer of interior design, coast to coast. She's not just Santa Monica's premier interior design architect and TV host but also a dynamic product designer and the founding force behind Home Renovation School. With a toolkit of experience spanning 20 years and a portfolio of hundreds of homes, Julee's the go-to guru for making design dreams a reality. She's one hundred percent self-taught in the art of design and building, and she's all about empowering the DIY spirit, especially in women, showing that power tools aren't just a "guy thing" and that building dreams is everyone's game.

In 2024, watch out for Julee's stylish release of her tile and stone collections with Marble Systems and Country Floors, not to mention her dynamic presence at Tile Mart as Brand Ambassador and Co-Founder of Tile Mart University. She's the one lighting up stages from the NKBA/KBIS show in Las Vegas to the influencer buzz at High Point Market, and rolling out her chic "Curves" tile collection at Coverings. Yes, she's that woman turning heads in the tile and stone world!

Hailing from Seattle with a dash of Hawaiian sun and a sprinkle of Pacific Northwest rain, Julee brings a unique blend of nature, sand, and sea to her designs. She's not your average designer; she's the kind who once made fashion statements for the likes of Bill Gates and seamlessly transitioned to mastering the build from foundation to finish. Julee's transition from fashion to building luxe living spaces has transformed houses across the map into homes with heart, effortlessly turning even the most modest homes into havens of affordable luxury, often with a shoestring budget. And while Barbie's digs got the first taste of her design magic, today, Julee is the force behind educating, designing, renovating, and building homes that are nothing short of dreamy.

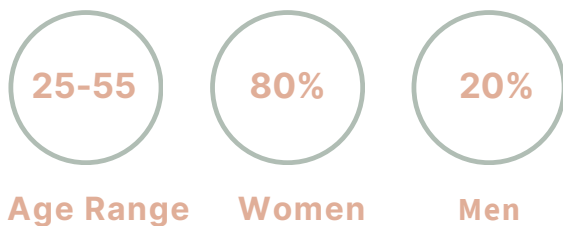
But let's get real — Julee loves getting down and dirty. Her favorite day? Demo day, where she gleefully tears down the old to make way for the new. With her, it's not just about the glitz and glam; it's about knowing the grit of construction, from the ground up.

Demo day is her Christmas, and she's all about unwrapping the potential in every project, peeling back layers to reveal hidden gems. Julee's mission? To demolish the myth that building and renovating is just for the boys and to lay down the blueprint for a future where anyone, especially women and the youth, can hammer out success and style, square foot by square foot. Join her journey, and maybe, just maybe, you'll be inspired to swing your own hammer.

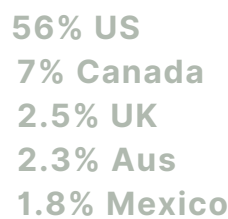
INSTAGRAM STATS



DEMOGRAPHICS

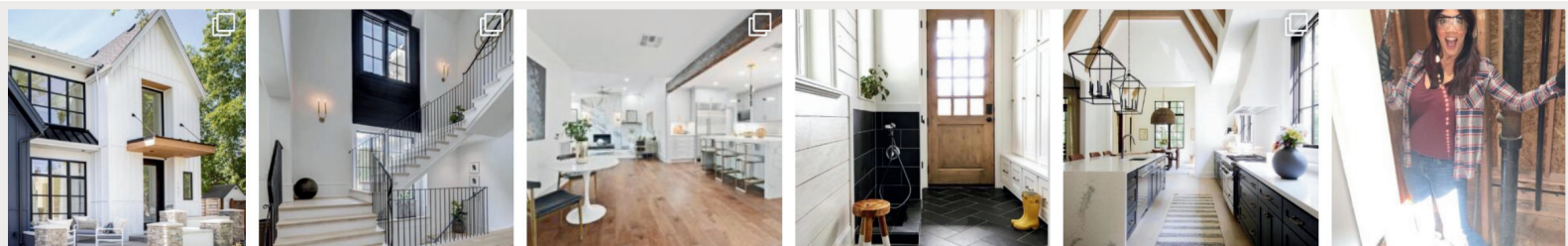


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