



JULEE IRELAND

MEDIA KIT

20 25



JULEE IRELAND



ARCHITECTURAL INTERIOR DESIGNER
PRODUCT DESIGNER
CONTENT CREATOR & HOST
INDUSTRY EDUCATOR & SPEAKER
FOUNDER OF HOME RENOVATION SCHOOL™

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intro

Meet Julee Ireland the heart and hammer of interior design, and the visionary mind behind Healthy by Design. A nationally recognized architectural interior and product designer, Julee is also a renovation expert, host, content creator, keynote speaker, and founder of Home Renovation School. With over two decades of experience, she's built a dynamic career not just on creating beautiful spaces, but on intelligent, sustainable, and now health-focused design.

Her signature philosophy is shaped by her Pacific Northwest roots and summers in Hawaii—blending nature, wellness, and soul with balance, intention, and style. She has designed hundreds of homes across the country, from high-end luxury builds to inspired, budget-savvy transformations. Her product design portfolio includes tile collections for Marble Systems and Tile Mart, a 100% recycled Italian stone collection with Grassi Pietre, and her newly launched wood and lifestyle brand, My Olave Home. She's also developing wallpaper, furniture, lighting, and hardware collections that seamlessly merge form, function, and wellness.

Within the industry, Julee is a respected leader and sought-after voice. She hosted NextStage at KBIS, has delivered keynote addresses for NKBA/KBIS and IDS, judged the KBIS Design Awards, and will serve as a 2025 IDS Design Awards judge. She's moderated and participated in expert panels across top trade shows, been a featured VFTI speaker for KBIS and in 2025, she designed the Luxury Lounge for Ferguson Home at KBIS along with two standout spaces for Fabuwood, earning widespread acclaim. As a brand ambassador and content creator for both Tile Mart and Fabuwood, she has also been a featured design influencer for Coverings and High Point Market.

Julee's journey into healthy home design is deeply personal. After her daughter developed chronic autoimmune issues at a young age, Julee committed herself to uncovering the link between wellness and the built environment. That search led her into the world of environmental toxins, material safety, and building science. Today, she is building her first full-scale luxury healthy home with a trusted team of wellness experts—and is working behind the scenes on a new show to bring health-conscious design to the forefront of mainstream conversation.

A former fashion designer who once styled for the likes of Bill Gates, Julee brings a rare blend of creativity, precision, and purpose to everything she touches. She's a natural educator, fearless builder, and visionary designer with one mission: to help people create spaces that feel as good as they look—homes that heal, restore, and elevate everyday life.

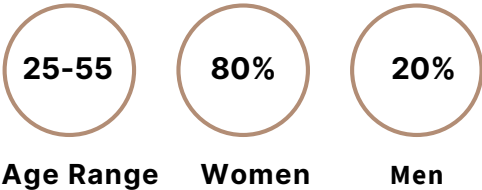
Whether she's behind a camera, at a drafting table, or speaking on stage, Julee Ireland is leading a new era of design—where craftsmanship meets consciousness, and every space tells a deeper story.

PLAY REEL

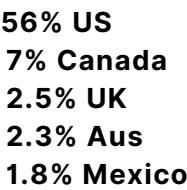
INSTAGRAM & SOCIAL STATS



DEMOGRAPHICS

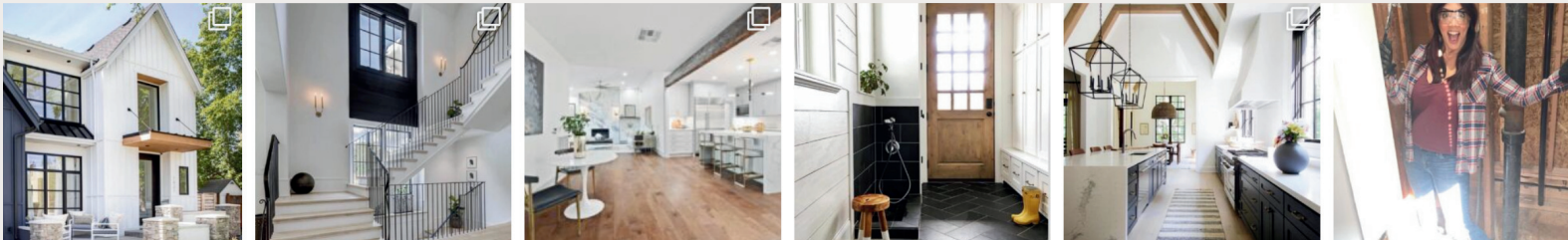


TOP COUNTRIES



THEME

- Home Design
- Home Decor
- Home Renovation
- Home Building
- Lifestyle

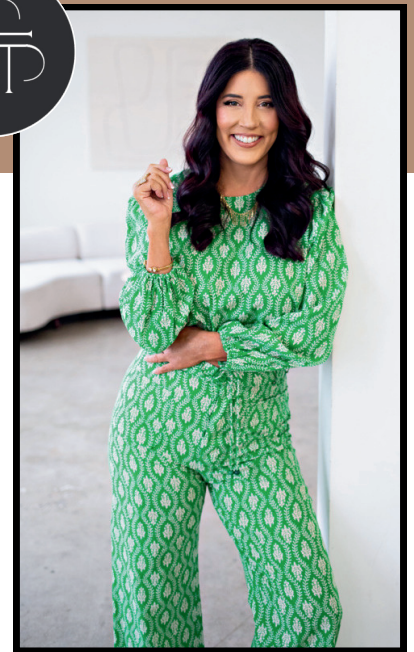


PRODUCT DESIGN



Julee Ireland is an industry product designer who creates signature home interior and décor collections for iconic brands, blending timeless beauty with thoughtful functionality in every design. Her work spans tile, stone, wood, cabinetry, bath vanities, hardware, lighting, wallpaper, rugs, and furnishings.

With select lines currently available and others in development, Julee's sought-after designs serve both industry professionals and design-forward homeowners—bringing craftsmanship, wellness-inspired living, and elevated style to every space.



Spotlight on Luxury at KBIS

The Luxury Lounge features a slate of seminars diving into the latest trends and innovations as the high-end category continues to drive business

By Dianne M. Pogoda, NKBA Contributor

The luxury category is driving much of kitchen and bath design and remodeling, and KBIS is addressing the topic with a dedicated Luxury Lounge in the North Hall at the Las Vegas Convention Center.

NKBA exclusive market research reveals that the high-end market will continue to drive the overall business, especially since consumers at this level are more resilient in times of economic uncertainty. The category is further bolstered by a stronger subset of ultra-luxury projects, according to the 2025 Kitchen & Bath Market Outlook. This vigorous activity is still largely a result of COVID-19 lockdowns that reignited focus on upgrading home spaces to create beautiful, luxurious and wellness-oriented environments.

"I believe we've become more attuned to the importance of how we live and spend our time," said interior design architect Julee Ireland, CEO of Julee Ireland Design Studio and designer of the Luxury Lounge at KBIS. "This shift has transformed how we view our homes – they're no longer just places to hang our hats. They've evolved into sanctuaries, workplaces, entertainment hubs and deeply personal spaces with meaning and purpose. Even amidst economic uncertainty, people are investing in luxury because it offers more than just aesthetics – it's about quality, longevity and creating a home that supports their well-being and lifestyle."

In addition to tangible elements like high-end finishes, cabinetry, technology, appliances and fixtures, intangibles like customization, personalization, minimizing maintenance and maximizing wellness and tranquility will be key factors in luxury design.

"Features like spa-like bathrooms for serene escapes or state-of-the-art kitchens with the latest technology bring not only joy but also long-term value," added Ireland. "I think this global awakening has shown us that luxury matters, and manufacturers have responded by creating what they themselves desire: bespoke solutions that prioritize wellness, functionality, sustainability, technology and exude timeless beauty."

The Luxury Lounge at KBIS, sponsored by Ferguson, is hosting sessions all three days of the show. Panel discussions, "fireside chats" and engaging conversations will feature renowned designers, in-



Julee Ireland designed the Luxury Lounge at KBIS. Photo credit: Debbie Walton Photography

cluding Ireland, covering topics like luxury that incorporate personalization, sustainability and longevity; technology and architectural advancements; taking luxury outdoors; and defining one's style to attract a luxury clientele – including the next generation. (Check the directory or visit kbis.com/luxury-lounge for the schedule.)

The Luxury Lounge brings together top brands, designers, architects and engineers to collaborate and discuss cutting-edge materials, sustainability, industry trends, technology and more in a relaxed, intimate setting. Ireland designed the 2025 lounge inspired by her recent travels to Europe, reflecting the emerging colors, textures and trends she discovered and incorporating biophilic design. She created the space to exude luxury while still being approachable and intimate and wanted the audi-

ence to feel "less like passive observers and more like they were sitting in their living rooms, part of an engaging dinner party conversation."

She chose brands that align with her values of quality, sustainability and innovation, that "not only create exceptional products but also share a vision for pushing the boundaries." Among the featured brands are Riva Spain, Grassi Pietre, Fabuwood, Barron Designs, Inspire Hardware, Staged to Sell, Maxim Lighting, Foizy Rugs and Ireland's Curves tile collection exclusively at Tile Mart and her Olive wood flooring collection available through American Flooring Distributors.

"True luxury is thoughtful," said Ireland. "It integrates innovative technology, sustainable materials and wellness-driven design to create an experiential environment that feels as good as it looks." **KB**

IN THE SPOTLIGHT

From keynote speaking and national media features to live panels, influencer partnerships, and tradeshow takeovers—Julee Ireland continues to shape the conversation in design. She shares her insights and creative vision with audiences across the country, appearing in top industry publications, events, and collaborations with leading brands.

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FAVORITES

The Art of Nature


Based in Santa Monica, Calif., designer Julee Ireland integrates unexpected combinations of natural materials such as stone, wood and artisanal tile alongside unique lighting and hardware to create engaging focal points.




The Pearl Collection Studio
Lighting With its rigorous design, this Pearl Collection offers both ambient and task lighting, allowing for long function, sophisticated and a touch of personality in any space." ©Zirconia




Quartz Studio Photo Edition
Inspired by Roman architecture, this surface captures the natural stone's depth and texture, adding elegance with its subtle, beautiful irregularities. It's the ideal choice for creating smooth, timeless spaces that reflect my appreciation for great artistry and craftsmanship." ©CONTRICORE



Enke SELECT Dark Walnut R Bar Lever
There's nothing better than the feel of a weighted, high-quality lever or doorknob in your hand. From the sophisticated curvature of the handle paired with the warmth and elegance of our walnut woods." ©ENKE



The Pearl Curves Collection "Created in collaboration with Marble Systems and distributed by Tile Mart, my Curves tiles reflect the design love for organic shapes and timeless design, capturing the timeless essence of the color, energy, safety and harmony." ©MARBLESYSTEMS
Image credit: Kaitlin Day 3D Visualizer



Achuan Jagger Bar Stool "A perfect blend of craftsmanship and contemporary design, the stool's sleek, dark stained, black metal frame paired with its warm antique brass accents is a perfect balance of comfort and style." ©MINICORE
Photo courtesy of the respective companies, unless otherwise noted.


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Shaping the future of cabinetry design.


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Kerrie Kelly
CREATIVE DIRECTOR



Julee Ireland
INTERIOR DESIGNER



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WHAT'S TRENDING NEXT HAPPENS HERE FIRST

FEATURED IN: MENTORS COLLECTIVE



Designing Dreams: How Julee Ireland Empowers Your Vision

Julee Ireland is the past year's featured designer. With a natural creativity honed since childhood—starting with building "better homes" for her Barbie at just three years old—Julee's journey has been one of passion, perseverance, and innovation. From



JULEE IRELAND IS NOT YOUR TYPICAL DESIGNER. WITH A NATURAL CREATIVITY HONED SINCE CHILDHOOD—STARTING WITH BUILDING "BETTER HOMES" FOR HER BARBIE AT JUST THREE YEARS OLD—JULEE'S JOURNEY HAS BEEN ONE OF PASSION, PERSEVERANCE, AND INNOVATION.

"THE HOME RENOVATION SCHOOL IS JULEE'S GRAND CULMINATION. HERE, SHE OPENS THE DOOR FOR HOMEOWNERS AND DESIGN ENTHUSIASTS ALIKE, BREAKING DOWN THE MYSTIQUE OF PROFESSIONAL RENOVATION INTO AN ACCESSIBLE, STEP-BY-STEP PROGRAM."

HEART & HAMMER PODCAST



WITH YOUR HOST JULIE IRELAND

HEART & HAMMER PODCAST

Welcome to "Heart & Hammer," where we dive into the nuts and bolts of home building and renovation, explore the latest design trends, and geek out over the most cutting-edge brands and products. Join us as we uncover the stories and people behind the innovations and share expert design-build tips and tricks to inspire your next project.

This is the podcast for you if:



- ☒ You like real content, you like to geek out about interior design and to learn about the latest products shaping our industry.
- ☒ You're someone who appreciates humor and fascinating long form storytelling.
- ☒ You're passionate about design, build, and DIY, and want to be inspired by top designers, architects, brands, sustainability, and the latest technology.

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HOME RENOVATION SCHOOL

PLAY REELS



DESIGN BUILD REEL