



JULEE IRELAND

JULEE IRELAND — ARCHITECTURAL DESIGN & BRAND PARTNERSHIP PORTFOLIO

Architectural Interior & Product Designer

Founder, Home Renovation School • National Design Host, Speaker & Educator





MEET JULEE IRELAND

Julee Ireland is an Architectural Interior & Product Designer, Founder of Home Renovation School, and nationally recognized design authority with over 25 years of experience designing luxury custom and spec homes across the U.S.—from the Hamptons to Los Angeles and everywhere in between. Her work spans residential architecture, interior design, product development, healthy home design, and large-scale design installations for leading brands.

As a creator, educator, and on-camera personality, Julee brings a rare combination of technical expertise, construction knowledge, design vision, and industry credibility, making her a trusted voice for homeowners, DIYers, designers, and builders.



WHY JULEE IRELAND

- Deep architectural + interior design expertise

Julee understands building from the ground up—plans, materials, systems, lighting, cabinetry, millwork, plumbing, smart home, wellness design, and exterior environments. Brands benefit from an expert who can explain why a product matters and how to use it correctly.

- Cross-category influence

Her audience looks to her for high-value product recommendations across all price points, from starter homes to luxury builds. Her guidance drives real purchasing decisions.

- National visibility + industry leadership

Julee is a judge for top industry awards (KBIS, Georgia Design Awards, IDS, Gold Coast Builders Association and more), a frequent panelist and speaker for IDS, KBIS, High Point Market, Coverings and NKBA, and a recurring host and contributor for major design events including KBIS, High Point Market, TISE, Coverings and more.

- Designer behind major trade show installations

She has created show-stopping design vignettes—including the Luxury Lounge for Ferguson Home (two years), kitchen and bath vignettes for Fabuwood, high-end displays for Plain & Fancy Cabinetry, and the Connoisseurs Lounge for WestEdge Design Fair 2025.

- Brand collaboration + filmed content production

Julee builds homes and showhouses through formal brand partnerships and works with professional film crews to produce high-end content for brands—giving partners unmatched visibility and strong ROI.

- Wellness + sustainability expertise

She integrates principles of healthy home design—air, water, light quality, materials, and biophilic design—while maintaining a strong luxury aesthetic.



AFFILIATE PROMOTION CHANNELS

- Instagram (189k+) Facebook (11K+) YouTube (3K+) Pinterest (3K+) and growing – reels, stories, product demos
- Website blog & resource guides
- Home Renovation School platform
- Email newsletters
- Digital products shop (Etsy, website)
- Project reveals & shoppable mood boards
- Video content: installs, tutorials, behind-the-scenes

JULEE IRELAND PRODUCT COLLECTIONS

- Tile collections with Marble Systems & Country Floors
- 100% recycled stone collection with Grassi Pietre (Italy)
- Wood flooring collection with Olave Home
- Additional product lines in development: wallpaper, hardware, furniture, lighting

PRODUCT CATEGORIES JULEE REGULARLY FEATURES

- Smart home & smart lighting (Lutron, Ketra)
- Wellness & healthy home systems (air, water, light)
- Appliances (Monogram, GE, JennAir, World of Whirlpool)
- Plumbing fixtures
- Cabinetry & millwork
- Flooring, tile, wood, stone and sustainable products
- Windows, doors & exterior building materials
- Landscape & pool design
- Hardware & architectural elements
- Lighting and technology
- Furniture, rugs, décor
- Paint, wallpaper, trim, moldings



BRAND PARTNERSHIPS + MEDIA COLLABORATIONS

Appliance & Cabinetry Partners:

Monogram + GE Profile • JennAir • Sub-Zero/Wolf
Fabuwood Cabinetry • Plain & Fancy Cabinetry

Tile, Stone & Surface Materials:

Tile Mart • TileBar • Marble Systems • Country Floors
Cosentino • Grassi Pietre • Floor & Decor • Cambria

Paints & Finishes:

Sherwin-Williams • Poppy • A Street Prints • Wall Pops

Lighting, Technology & Hardware:

Lutron Ketra • Shades of Light • Inspire Hardware
Accurate Lock & Hardware • Pentagon Shutters •
Maxim • Studio M

Exterior + Building Materials:

Pella • Euroshield Roofing • Baron Designs • Fond du Lac
Stone





KATHY BARNES
Kathy has more than 25 years of experience writing home design features. She is currently the senior home editor at *Better Homes & Gardens* magazine, where she covers decorating trends, do-it-yourself project ideas, and strategies and products for organizing the home. Before joining the publication, she was the home design editor at *Country Home* and *ReadyMade* magazines and has been a digital editor for *BHG.com* and *DivineCaroline.com*. She currently owns her own business as a writer and editor and contributes



MARK GARDNER
Mark is an architect and principal in the award-winning New York City practice of Jaklitsch/Gardner Architects, where he leads many of the firm's design initiatives. He is an associate professor of architectural practice and society at Parsons School of Design at The New School and is a recent past member of the board of advisors for the University of Pennsylvania Weitzman School of Design. He serves as a board member of the Let Freedom Ring Foundation in Williamsburg, Virginia, which supports the history of one of the oldest African



ELLEN GEFEN
With a career spanning more than three decades in the home fashion business, Ellen has established herself as an industry influencer and thought leader. She heads Gefen Productions and Gefen Marketing and has pioneered a collection of print, video, and web-based programs. Her television show, *Home Fashion Report*, remained on the air for more than 30 years. Along with her husband, Mark Caudill, she develops content for *TheHome.com*, a website that highlights design trends and offers advice to consumers from industry



JULEE IRELAND
Julee is a nationally recognized architectural interior and product designer, television host, content creator, and the voice behind the *Heart & Hammer* podcast. She is also the founder of Home Renovation School, where she educates homeowners and industry professionals in her system for designing, building, and renovating from the ground up. Within the industry, Julee is recognized as an innovator and trusted voice. She has hosted *NextStage* at the Kitchen & Bath Industry Show, delivered keynote addresses for the



MEDIA + INDUSTRY LEADERSHIP

- Coverings (Featured Influencer, Podcaster, Speaker & Panelist)
- High Point Market (Featured Influencer & Panelist)
- IDS (Keynote Speaker)
- NKBA/KBIS (Host, Moderator, Panelist, Podcaster, Judge, Brand Ambassador, Featured & Keynote Speaker; Designer of major show spaces including the Luxury Lounge for Ferguson Home 2025 & 2026)
- TISE-(Host & Speaker)
- WestEdge Design Fair (Designer of the 2025 Connoisseurs Club)

Frequently interviewed on leading industry podcasts, including:
 Women of the Flooring Industry • KBB Podcast • Design Hounds • WestEdge Industry Podcasts • and many more

NATIONAL DESIGN & BUILD AWARDS JUDGE

Frequent judge for leading design and building organizations, including:

- IDS (Designer of the Year Awards)
- KBIS Design Awards
- Georgia Design Awards
- Gold Coast Builders Association Awards

Recognized as a trusted and sought-after authority in national design and building competitions.

WHAT YOU CAN EXPECT WORKING WITH JULEE

- A breath of fresh air — a collaborative, energetic creative partner who genuinely loves people, design, and the art of building beautiful, intentional spaces
- Educational, design-led storytelling that inspires audiences and elevates the products and brands featured throughout Julee’s work
- High-quality visuals, real project installations, and authentic context that show products performing in luxury homes, renovations, and filmed environments
- Recommendations grounded in real architectural design and building experience—not sponsorships—earning deep trust and strong conversions from Julee’s audience
- Multi-channel visibility across social media, editorial features, showhouses, national trade shows, podcasts, and professionally produced filmed content
- Opportunities for custom branded content, behind-the-scenes build segments, educational videos, and integration into Julee’s TV and digital projects currently in development
- Access to a full production and distribution team capable of creating beautifully crafted, story-driven content and video production that resonates with consumers and industry professionals alike
- Ability to develop exclusive, custom-designed product collections for your brand — across hardware, furniture, wallpaper, lighting, tile, cabinetry, textiles, and more.
- As a seasoned product designer and creative, Julee provides full design direction and can serve as a brand ambassador, delivering compelling storytelling, design leadership, and cross-channel media visibility to support and elevate your collection





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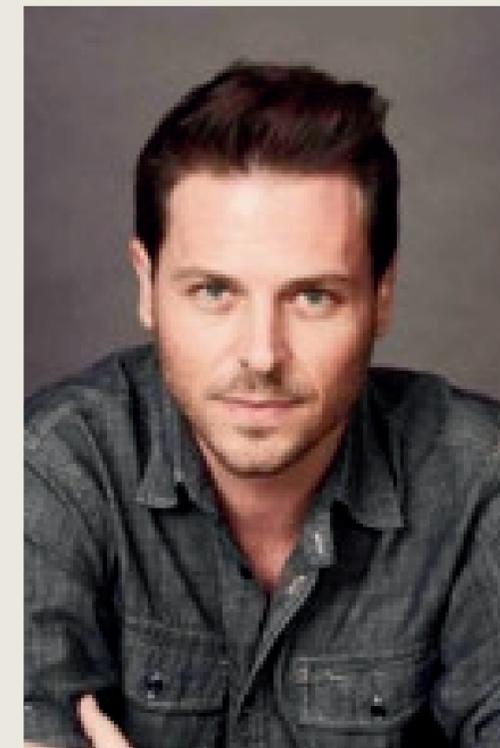
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