



JULEE IRELAND

MEDIA KIT

20 26



JULEE IRELAND



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



Meet Julee Ireland a nationally recognized architectural interior and product designer, host (TV & speaker), content creator for leading brands in the industry, and the voice behind the Heart & Hammer podcast. Most recently, her work has focused on building luxury, health-conscious homes nationwide, known for her timeless design sensibility and ability to merge beauty, wellness, and function into every project. She is also the founder of Home Renovation School, where she educates homeowners and industry professionals in her exact process to design, build, and renovate from the ground up.

Her design philosophy, shaped by her global travels, Pacific Northwest roots and summers in Hawaii, blends nature, wellness, and style with balance and intention. She has designed hundreds of homes across the country, from high-end luxury builds to full-scale home renovations. Her product portfolio includes tile collections with Marble Systems, a 100% recycled Italian stone line with Grassi Pietre, and her newly launched wood and lifestyle brand, My Olave Home. Behind the scenes, she's also developing wallpaper, bath vanities, lighting, and hardware collections that merge form, function, and wellness.

Within the industry, Julee is recognized as a thought leader and trusted voice. She has hosted NextStage at KBIS, delivered keynote addresses for NKBA/KBIS and IDS, and is a frequent panelist and moderator at leading trade shows. She has also served as a judge for some of the industry's most prestigious awards, including the National IDS Designer of the Year Awards, Georgia Design Awards, KBIS Design Awards, and Gold Coast Builders Association Awards.

She is sought after for creating trade show vignettes at major industry events, including the Connoisseurs' Lounge at WestEdge Design Fair (2025), the Luxury Lounge for Ferguson Home at KBIS 2025 and 2026, and KBIS installations for Fabuwood and Plain & Fancy, where she also serves as their brand ambassador. In addition, she collaborates with leading brands across the industry as a content creator, producing high-quality storytelling that highlights brands, innovation, and the people behind them.

Julee has served multiple times as a design influencer for High Point Market and Coverings, helping shape industry conversations on design, innovation, and the future of the home. She has also podcasted live from KBIS and served as a brand ambassador, hosting live TV coverage and industry conversations.

Her journey into healthy home design is deeply personal: after her daughter developed chronic autoimmune issues, Julee committed herself to exploring the link between wellness and the built environment. Today, she is building her first full-scale luxury healthy home with a trusted team of wellness experts, while also documenting the project and creating content to bring health-conscious design to the mainstream.

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. Her mission is simple: 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 more meaningful story.

 **INSTAGRAM & SOCIAL STATS**

190K+

Following

f 11K+

156K+

Interactions

x 6.5K+

3.1M+

Reach

p 2.5K+

1.1M+

Impressions

y 2.5K+



DEMOGRAPHICS

25-55

Age Range

80%

Women

20%

Men

TOP COUNTRIES

56% US
7% Canada
2.5% UK
2.3% Aus
1.8% Mexico

THEME

Home Design
Home Decor
Home Renovation
Home Building
Lifestyle

PLAY REEL



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, including 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.)



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

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 audience 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 The 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." **KBIS**

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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- Onboarding
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- Expectations
- Transparency

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WEDNESDAY, MAY 7TH
5:30-7:30pm

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 rugged design, the Pearl collection offers both ambient and task lighting, allowing for long function, sophistication and a touch of personality in any space. [@JuleeIreland](#)

The Mart Curves Collection "Created in collaboration with Mart by Systems and distributed by The Mart, my Curves tile reflects the idea of organic, fluid and timeless design. Capturing the timeless essence of their color, style, safety and harmony." [www.iamcurves.com](#)
Inspired by: Kari-Elle @KariElle

Achian Jagger Bar Stool "A perfect blend of craftsmanship and contemporary design, the stool's sleek, hand-stained, black mahogany frame paired with its warm, antique brass accents is an optimal balance of comfort and style." [@JuleeIreland](#)

Ennek SELECT Dark Walnut R Bar Lever "This is a modern classic. One that has a weighted, high-quality feel or doorknob in your hand. Love the sophisticated curvature of the handle paired with the warmth and elegance of rich wood." [@JuleeIreland](#)

66 JANUARY | FEBRUARY 2025

Shaping the future of cabinetry design.

Cabinetry Trends & Innovations for 2025 and Beyond.

PARTICIPANTS:

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INTERIOR DESIGNER

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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 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. From the home renovation school to 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.

@JULEEIRELAND

HEART & HAMMER PODCAST



WITH YOUR HOST JULEE 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.

WEBSITES

WWW.JULEEIRELAND.COM

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JULEE IRELAND



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(plus travel, accommodations, and per diem)**

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Product Design & Brand Amabassador

To Be Determined By Scope Of Work

EXCLUSIVITY & TERMS SUBJECT TO NEGOTIATION



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PLAY REELS



HOME RENOVATION SCHOOL

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