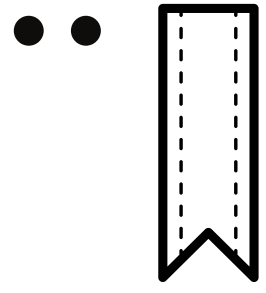




# Interiors: From Concept Forward

LARCH x LUXE

Date | 2026



# Agenda

1. About Us
2. Ideation, Elevated
3. Ideation Is a Strategic Lever
4. How We Work In Design
5. Design Services
6. Our Sectors
7. Our Projects
8. Contact Us



# Jessica Hughley-Therburg

## Years Experience | 20+

Award-winning senior Interior Designer specializing in hospitality, high-rise residential, mixed use, and retail design. Extensive knowledge across all stages of interior design, from conceptualization and space planning to implementation and completion. Action-oriented leader with demonstrated project management experience and skilled at communicating with team members and clients.



### Marine

#### Norwegian Cruise Lines

Prima  
Viva

#### Oceania Cruises

Vista

#### Regent Seven Seas Cruises

Granduer  
New Build 2026

#### American Cruise Lines

Project Blue

### Commercial

Kings Plaza Mall | New York, NY

Staten Island Mall | Staten Island, NY

Edmontom Food Hall | Edmonton, CN

Industry City | Brooklyn, NY

725 Ponce | Atlanta, GA

### Hospitality

Boston Sheraton | Boston, MA

Rosewood Hotel | Abu Dhabi UAE

Westin | Chengdu China

Caribe Hilton | San Juan, PR

Astra Montenegro | Budva

Hyatt Montreal | Montreal, Canada

Four Seasons | Philadelphia, PA

Hyatt Rochester | Rochester, NY

Hyatt Philadelphia | Philadelphia, PA

Shore Lodge Ski and Spa

Resort | McCall, ID

The Epiphany Hotel | Palo Alto, CA

The Bossert Hotel | Brooklyn, NY

AQ Cafe | New York, NY

The Baccarat Hotel | New York, NY

### Residential

WeLive Residences | Jersey City, NJ

Istana | Kuala Lumpur, Malaysia

17 John Street | New York, NY

160 Leroy | New York, NY

Metropolis Condos | Los Angeles, CA

Jacobson Residence | New York, NY

Sackler Residence | New York, NY

Heller Residence | New York, NY

Herbert Residence | New York, NY

Superblock Residences | Summerlin, NV

Bonnet-Dian Hotel | Paris, France

Sachman Residence | New York, NY

Lubin Residence | New York, NY

609 Fifth Avenue | New York, NY

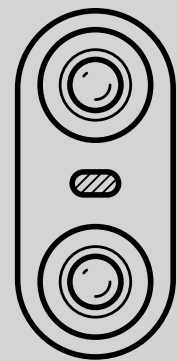
## Select Projects



# Ideation, Elevated

## Strategic before capital, Time, or Talent is Committed

By visualizing early and thinking holistically, we give clients and collaborators a shared point of view—one that guides architecture, interiors, and FF+E with precision and purpose. The outcome is not simply a concept, but a framework that informs every decision that follows.





# Design, with Intent



Great outcomes don't begin with execution—they begin with clarity.

Ideation is the disciplined exploration of opportunity, risk, and potential before decisions harden. This phase defines what's worth building and why.



## From Insight to Intelligent Outcomes

# Ideation is a Strategic Lever

The Vision  
Client

We endeavor to provoke a distinctive  
brief which drives any overarching  
concept



Sense of Space  
Vernacular

Consideration of culture, locality,  
background materiality + environment

Transformational  
Design

Our commitment to holistic design,  
craftsmanship, and detail. Consideration  
of sustainability, healthful, conscious,  
and purposeful design.

→ Ideation Is a Strategic Act

Our philosophy centers around creating spaces that are both functional and aesthetically pleasing, tailored to the specific needs and personalities of the occupants. It balances elements like color, texture, light, and space to foster environments that promote well-being and efficiency. Central to this philosophy is the belief that design should enhance the quality of life, reflect personal and cultural identity, and evolve with changing lifestyles and technological advancements. It embraces sustainability, advocating for the use of eco-friendly materials and practices to create harmonious, enduring spaces.



# How We Work in Design

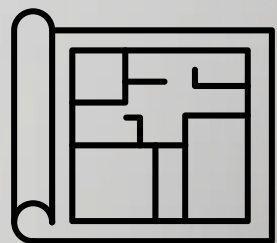
We don't ideate at clients—we ideate with them. Workshops, working sessions, and guided dialogue ensure ideas are both ambitious and grounded in your realities.



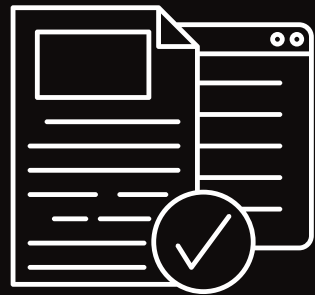
# Design & Market Opportunity

At LARCHxLUXE, design is not brainstorming. It is a curated decision-making process that balances creative authorship with commercial intelligence.

We help leaders determine what deserves to exist—and what doesn't.



# Ideation Framework



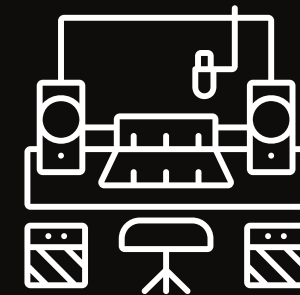
## CONTEXT

We begin by grounding ideas in reality. Market conditions, audience expectations, cultural signals, and operational constraints are examined not as limitations, but as the landscape within which opportunity emerges.



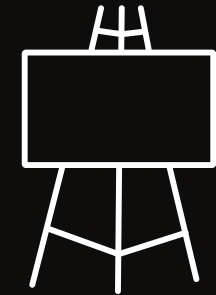
## INSIGHT

From context, we surface meaning. By identifying patterns, tensions, and unmet needs, we distill complexity into clear insights that reveal where differentiation and value truly exist.



## EXPLORATION

With insight as our guide, we explore focused conceptual directions. This phase prioritizes quality over quantity—testing scenarios, narratives, and provocations that challenge assumptions while remaining strategically grounded.



## ALIGNMENT

We narrow with intention. Ideas are refined against business objectives, feasibility, and resonance, resulting in clear direction leaders can confidently champion and teams can execute against.

# No performative creativity



Great outcomes don't begin with execution—they begin with clarity. Ideation is the disciplined exploration of opportunity, risk, and potential before decisions harden. This phase defines what's worth building and why.

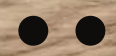


Jessica S. Hughley-Therburg | L.A.R.C.H.xLUXE

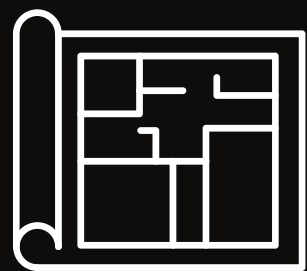


# Architectural Interiors, Objects & Appointments

We approach Interior Design as a spatial discipline—where architecture, flow, and atmosphere are considered as one. From early test fits and circulation strategies to fully resolved interior environments, our work balances technical precision with refined design intent. Every decision is informed by how a space performs, how it is experienced, and how it supports long-term use—resulting in interiors that feel intuitive, elevated, and architecturally grounded.

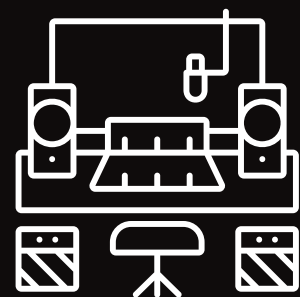


# Our Design Services



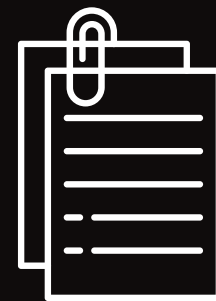
## SPACE PLANNING

Our team works across a diverse range of projects, from historic listed buildings to contemporary new builds and considered refurbishments. Each project is approached with a tailored sensibility, shaped from concept through completion. We bring a holistic, context-aware perspective to every commission, responding thoughtfully to the opportunities within each brief.



## INTERIOR DESIGN

We are committed to shaping spaces that respond precisely to the nuanced demands of each client, regardless of complexity. Every element—from material selection to the finest detailing—is carefully considered. Our work extends beyond aesthetics, uniting sophisticated design with seamless functionality to create spaces that are both refined and enduring.



## FF&E SPECIFICATION

Drawing on over 20 years of collective industry experience and a global supply network, we carefully curate, specify, and quality-check every element—from lighting and furniture to finishes and equipment. Through trusted partnerships with leading brands and manufacturers, we deliver selections tailored to your vision, budget, and standards of craftsmanship.



## FURNITURE DESIGN

We specialize in the design and production of bespoke furniture and shopfitting, uniting innovation, style, and functionality. From early concepts to final installation, each stage is carefully managed. A deep understanding of materials and finishes allows every piece to be realized with precision and refinement.



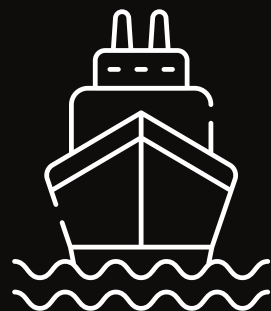
## 3D VISUALISATION

Through photo-realistic CGIs, renders, and animations, we translate design concepts into compelling visual experiences. These tools enhance design coordination, communication, and promotion. Defined by accuracy and craft, our visuals offer a clear and engaging view of your project before it is realized.

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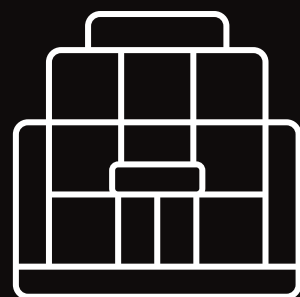
# The Markets We Service

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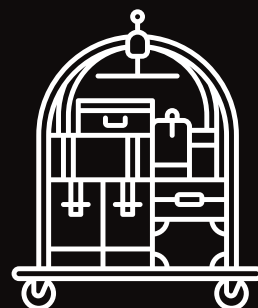
## MARINE

- Guestroom/Suites
- Signature Eateries
- Casinos
- Public Spaces
- Bars
- Spa
- Private Super Yachts



## COMMERCIAL

- Retail
- Mixed Use
- Food Hall
- Public Spaces



## HOSPITALITY

- Guestroom/Suites
- Signature Eateries
- Public Spaces
- Bars
- Spa



## RESIDENTIAL

- Private Residential
- Commercial Residential
- Luxury Condo
- Resort Villas



## IMMERSIVE

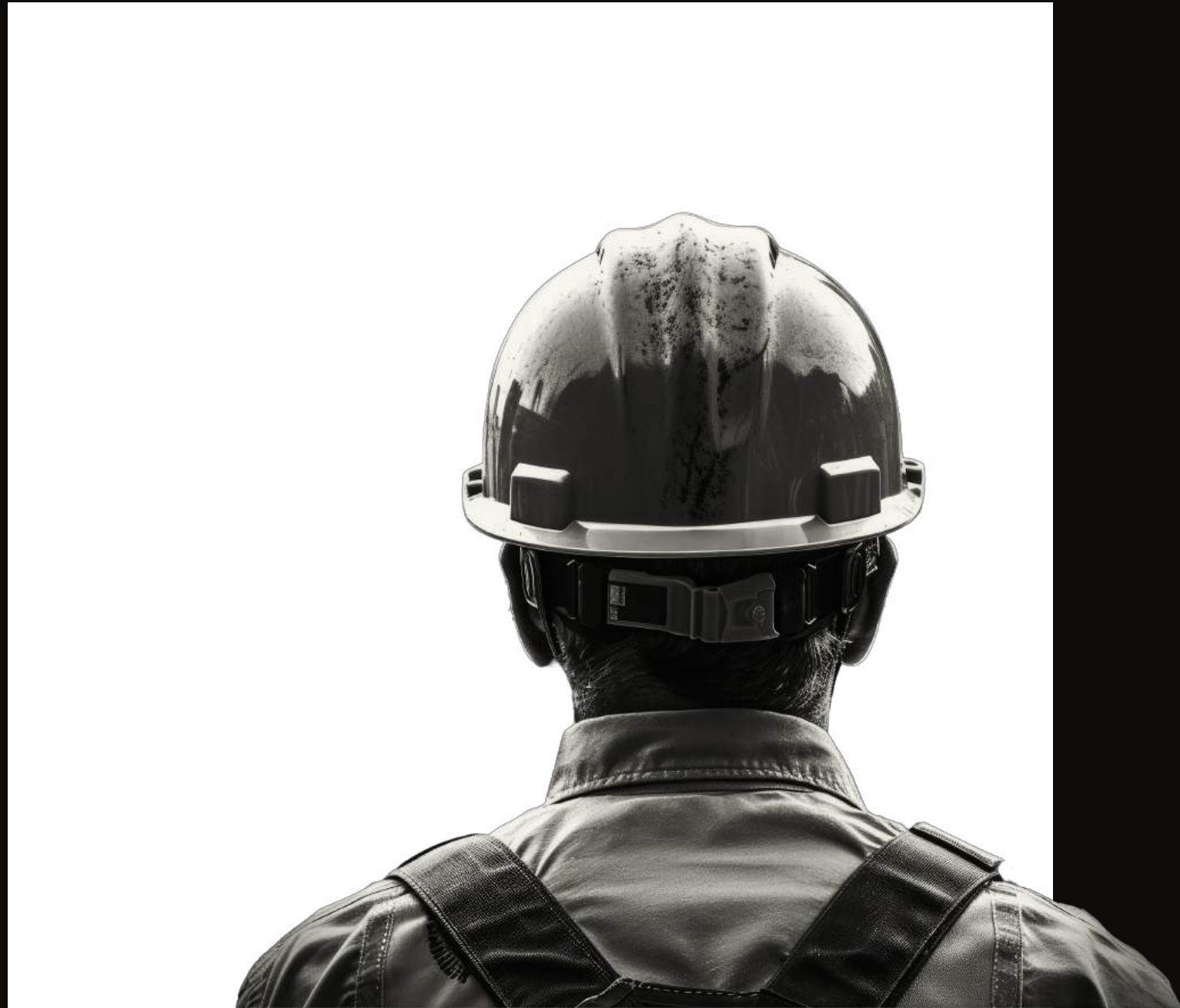
- Interactive Art Installations
- Exhibit Design
- Public Art Install

# Spaces designed to be felt

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# Partnerships Defined by Standards

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Relationships That Extend Our Thinking



# MARINE



Select Projects

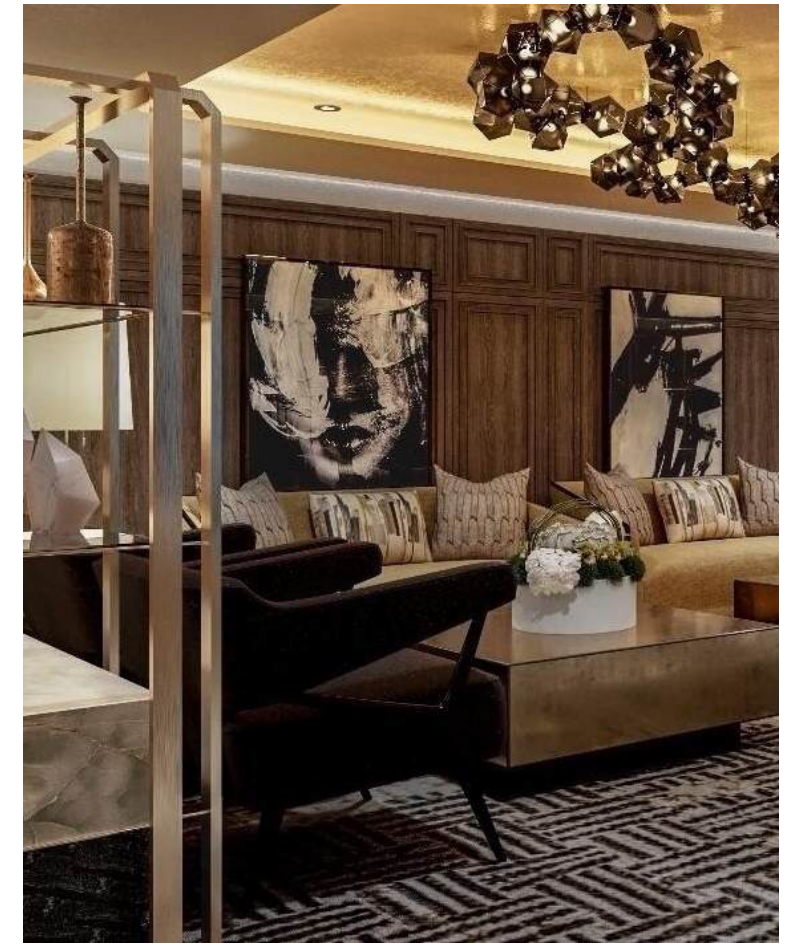
● ●  
COMMERCIAL



Select Projects



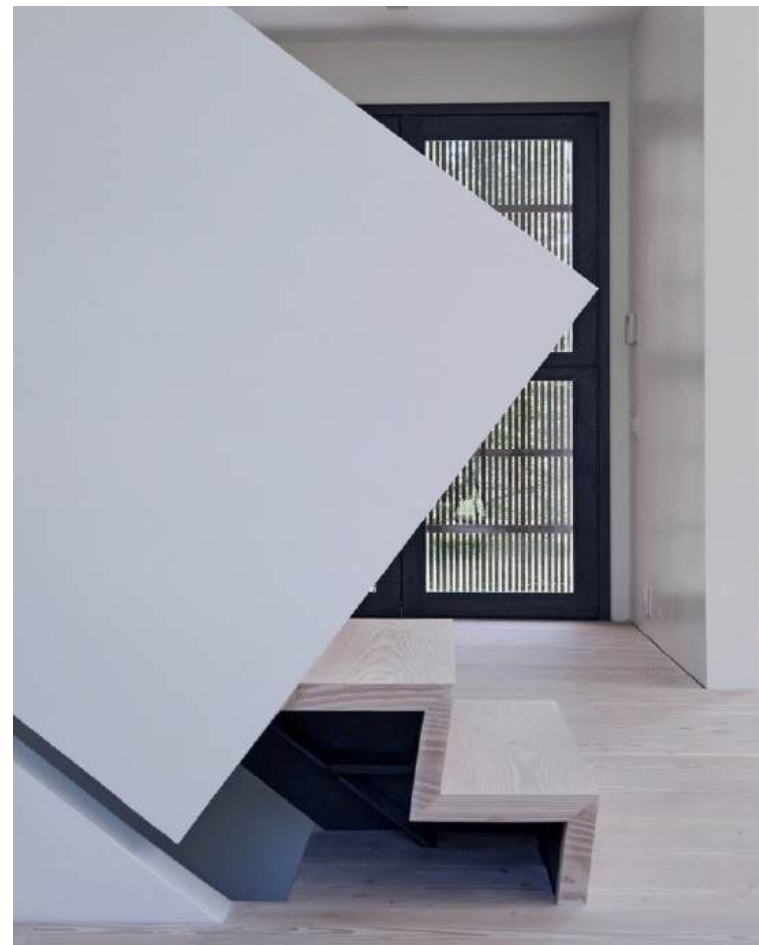
# HOSPITALITY



Select Projects



# RESIDENTIAL

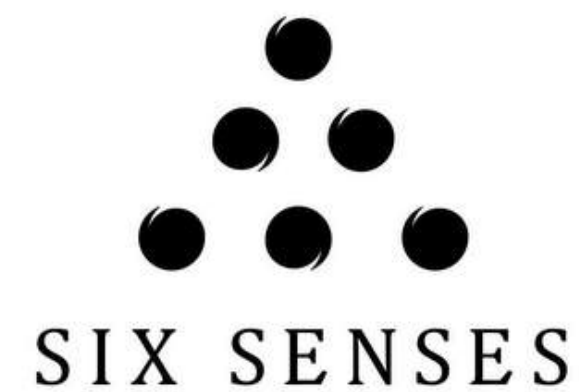
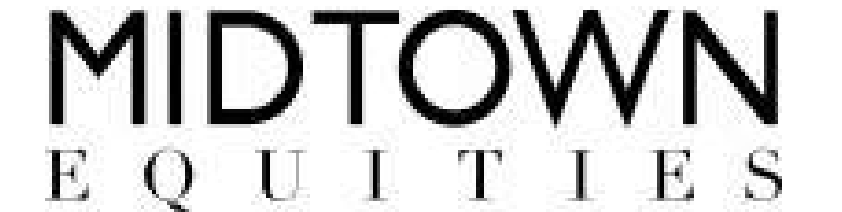


Select Projects

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# Our Circle of Partners

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# Relationships That Expand



Ideation is the moment where leverage is greatest. We help you make the decisions that shape everything that follows.

Let's begin with a strategic conversation.



THANK  
YOU

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Date | 2026