

About Jarrod Design

Washington, D.C. | Floral, event and seasonal design

JARROD SHUPP

Jarrod Shupp is the founder and creative director of Jarrod Design, a Washington, D.C. based floral, event and seasonal design studio. From richly layered holiday mantels to dramatic hotel entrances, he creates spaces that invite people to pause, gather and celebrate. His work combines natural textures, unexpected details and a sense of occasion, with each installation designed around the character of its setting. Drawing on projects for private residences, hospitality venues and landmark spaces, Jarrod offers a practical perspective on bringing professional decorating techniques home from making faux greenery look convincing to choosing the right scale for a statement entrance.

COMPANY

Jarrod Design is a full-service floral, event and seasonal design studio serving private residences, hotels, businesses and landmark venues. The studio manages every detail, from creative concept and sourcing to installation, removal, and storage for all seasonal décor. Projects range from intimate gatherings and residential holiday styling to large-scale hospitality installations, each tailored to the space and the people who experience it.

SELECT WORK / VENUES

White House Historical Association / Decatur House |
Rosewood Washington, D.C. | Washington Commanders |
Capital One Arena | Soho House | Union Station | TCS
World Travel | Hines / Tysons One

POTENTIAL PRESS TOPICS

- Fresh vs. faux greenery: where each works best
- How professional decorators make faux greenery look layered and expensive
- What is changing in Christmas design for 2026 - and what already looks dated
- How scale changes a tree, mantel, doorway or commercial installation
- Decorating historic and architecturally distinctive homes without overwhelming them.
- Creating fall and Halloween entrances that feel organic rather than theme-park-like
- Behind the scenes of large-scale holiday installations for hospitality and commercial spaces

