

EXCELLENCE IN DESIGN • LAS VEGAS



In a grand greatroom, a monumental undulating custom rug grounds the spaces and adds softness.



FROM LEFT: Kristin Metcalf, Lead Designer, Gregory Guarnieri, Head of Studio, and Jennifer Sher, CEO and Creative Director
Photo by Killer Imaging.

The Art of the Uncommon

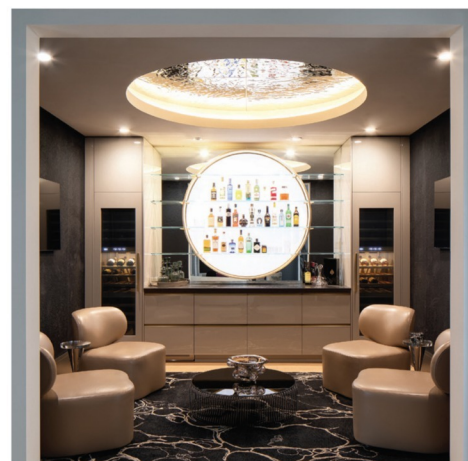
Las Vegas studio JSID crafts stories in immersive interiors that challenge and inspire with beautifully provocative details

The creatives behind Jennifer Sher Interior Design (JSID) do not leave a trademark style on the homes they design, but they always leave an unforgettable impact.

"Creativity is meant to delight with the unexpected," says Jennifer Sher, CEO and Creative Director. "Our work is intentionally uncommon. As a team, we balance scale, color, pattern, and tone—composing spaces that are both beautiful and surprising."

With a team of seven, JSID approaches each commission as a chance to tell a story. Every project is a collaboration that blends the client's vision with thoughtful, often surprising design solutions—always landing in a place that feels personal, distinctive, and complete.

"We love opening our minds to new ideas," Sher explains.



"By weaving those discoveries into a cohesive design, we create spaces filled with energy and character—whether our clients lean toward monochromatic serenity or layered, vibrant palettes."

Variety keeps the JSID team inspired. Their work stretches far beyond Las Vegas to an equestrian farm in Kentucky, a yacht in Ft. Lauderdale, a beach house in Mexico, a Manhattan penthouse, and even the refurbishment of a private jet. "We'll go wherever our clients need us," Sher says.

This openness also shapes the design process. "We gauge each client's comfort level with drama," Sher notes, "and we listen closely to how they live and what inspires and motivates them. Those insights guide our approach, and with visualization tools we can help them see



possibilities in a new light."

For a modern high-rise Vegas penthouse, the clients wanted a refined retreat. Taking cues from the city views, the team designed a living space where every surface connects serenity with vibrancy—luxurious silk carpets, energetic stone slabs, a custom chrome vanity, and a concrete column wrapped in floral wallpaper.

Lead Designer Kristin Metcalf added a showpiece moment for the lounge: a radiant circular bar framed in metal, its backlit ring intersected by floating glass shelves. The circle motif echoes above in rippling chrome, while black microsuede walls create a cinematic edge.

At the Ridges residence, Head of Studio Gregory Guarnieri designed a gathering space off the main living area. A shimmering granite slab

undulates from ceiling to floor, forming shelves and a bar before cascading into the wood flooring. Hand-painted wallcoverings and a digital artwork that shifts with the weather infuse the space with energy and surprise.

"We love seeing a vision come to life and watching a client's eyes light up when they recognize themselves in the finished space," Guarnieri reflects. "Every project is entirely tailored—no formulas, no repeat signatures—just the excitement of creating something that feels authentically theirs."

"At JSID, we avoid a recognizable style," Sher adds. "What defines us is the collaboration, the joy in discovery, and the freedom to make each home distinct. We truly love what we do—we eat, sleep, and breathe design—and we want our clients to love the process just as much."

CLOCKWISE FROM TOP LEFT: A shimmering granite bar dares clients to dream big. A modern high-rise penthouse with a showstopping marble fireplace overlooks the Strip. Energetic curves drip from a wall mirror to sculpted lounge chairs. A luxury lounge with a backlit bar featuring a circular motif is high drama. Interior Photos by Kyle Aiken.