

ABOUT LAURA PARSONS

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HEADSHOT

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Laura Parsons, Principal | Interior Designer | Naples, Florida

With over two decades of experience in the interior design industry, Laura Parsons is the principal designer and visionary behind Pure Design, a premier interior design firm specializing in creating bespoke, luxurious residential spaces. Based in Naples, Florida since 2000, Laura brings a wealth of expertise and a refined aesthetic to each project, crafting personalized designs that reflect both the client's desires and the unique beauty of South Florida.

Originally from Massachusetts, Laura relocated to Naples with the intention of spending just a few months during the winter season. However, the area's charm, community, and endless opportunities quickly won her over. What began as a seasonal escape soon blossomed into a full-time commitment, and over the years, Laura has established a deep connection to the area, becoming a trusted name in Naples' residential design scene.

At Pure Design, Laura and her team are dedicated to curating custom interior solutions that enhance the beauty, function, and overall experience of each home. With a keen eye for detail and a passion for creating spaces that are both sophisticated and livable, Laura delivers designs that seamlessly blend timeless elegance with modern luxury.

Did you always know you wanted to be an interior designer?

Spending summers in Nantucket, Martha's Vineyard, and Newport is where the passion for antiques, fine art, and beautiful textiles began. While I am not sure if I always knew this would be my lifelong career, I knew it felt natural and had a sort of calming effect on my soul. When one sits back to think on "how did I get here" – I can't help but think it was all just meant to be.

How does your New England roots influence your design style?

The beauty of the architecture and surrounding nature speaks to me and is incorporated into each of my projects with the sort of quiet luxury that is beautiful, functional, and above all, comfortable.

Share your biggest design secret.

Simply listen to your client and let their desires and the space speak to you.

What trends are you currently seeing in luxury interior design, and how do you incorporate these trends into your work while still making each design unique to the client?

Not one to base my design esthetic on the trends as trends tend to be just that - a fad that fades away and then you are stuck in this space that does not truly feel like you, I find it best to keep it timeless and add in bits of whimsy that feel like the individual client. We continue to refer to quiet luxury – trying to encapsulate a space that is defined by quality – favoring subtle, refined spaces over flashy design. Being based in Florida, we incorporate organic materials that will elevate both traditional and modern interiors.

Is there a specific item you typically use as a starting point (ex – rug, artwork)?

Always tend to follow the “form versus function” rule, so starting with the right space plan is key – selecting the proper pieces for the space – beginning with the larger pieces and then working in the details – the art, rugs, and accessories are the final layer that pull it all together harmoniously.

How does your own home reflect your personal design style, and what are some of your favorite elements you have incorporated?

My home is forever evolving, which is a direct reflection of my design style. I love to layer and add in new textures and natural elements while maintaining a level of classic simplicity. For example, I have a mural wallcovering depicting a dreamy garden in subtle shades of creams, grey-blue and soft sage surrounding a dramatic creamy limestone mantel in my living room. I recently decided to add grass cloth to the other walls in the room to give it some added texture and depth. It makes the space feel evocative yet inviting, something every living room needs. As for accents throughout my home, some of my most favorite pieces are unique finds from vintage shops found in New England and across South Florida.

When do you consider a completed project a success?

When the client loves their new space so much that they never want to leave.











