

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, 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 staying through 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.



Laura Parsons

Principal | Interior Designer **pure**design



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 did not know this would be my lifelong career, I knew it felt natural and had a sort of calming effect on my soul. I can't help but think it was all just meant to be.

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?

I'm not one to base my designs on trends. They tend to be fads that fade 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 lux-

ury – 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.

Can you share an example of a design project you encountered that presented unique difficulties and walk us through how you addressed and overcame those challenges?


During every project, there are going to be hiccups. It does not matter how much you plan and prepare, the best way to approach this business is to expect the unexpected – do not dwell on the problem and be quick to pivot.

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. I love to layer and add new textures and natural elements while maintaining a level of classic simplicity. For example, I have a mural wallcovering depicting a garden in subtle shades of cream, grey-blue, and soft sage surrounding a dramatic limestone mantel in my living room. I recently decided to add grass cloth to the other walls to add 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 favorite pieces are unique vintage finds from shops in New England and across South Florida.

What does the word power mean to you?

Power is confidence in knowing who you are and what you stand for.

 www.puredesignofnaples.com