

# Laura Michaels: Greenwich's Latest Designer *Obsession*



*Exclusive Q&A:  
Laura McKittrick, The Greenwich Girl, gets a  
chance to talk one on one with designer  
extraordinaire: Laura Michaels.*



**T**he recently opened spacious showroom of interior designer (guru) Laura Michaels is far beyond just another gorgeous window display amidst the Greenwich storefronts. For those who aren't familiar with Laura Michaels, a full service design firm that focuses on residential and commercial interiors. But when it comes to the genius herself I can sum up the LM experience very easily for you: Laura Michaels is, hands down, an interior design mastermind.

Starting her career as a fashion designer years ago Laura is quite cozy with textures, patterns, color palettes and she is fearless when it comes to thinking outside the box. What I personally found so incredible about Laura is her ability to quickly pick up on your taste and style, as an individual, and then effortlessly combining her observations with a touch of her creativity she somehow manifests the perfect solution to any design need.

Spending the majority of her free time re-sourcing fabrics, carpets, lighting and more her passion is contagious. Laura's natural ar-

tistic flare coupled with her deep knowledge of the industry creates a design process that is easy, fun and eye opening. From the moment you step foot into the Laura Michaels Design showroom you will marvel at the sparkling ambiance and be in awe of the huge square footage that makes you feel as if you are stepping into your very own dream home. Needless to say, Laura Michaels has successfully impressed all passerbys.

The magnificent space not only displays her impeccable taste but it allows clients to see her vision in person all the while doing so in a private space tucked in the rear of the store. With a truly gifted eye for unique, standout designs one visit to Laura's location will have you daydreaming of fabrics, textures and creative ways to implement things you likely never thought of. Having just been named one of New York Spaces Magazine's TOP 50 Designers of 2017 Greenwich's latest addition of LM is all the buzz. Check out my exclusive Q & A with Laura Michaels herself below and don't forget to pop by the showroom located at 3 Riversville Road.



# Q & A

**GG: Tell us about the story of your business and how it came to be what it is today.**

LM: I used to fill every closet in my home with fabric, wood, tile, carpet and wallpaper samples which led to my husband gently nudging me to find my own space. In the beginning I was looking for only studio space, but then realized my clients needed a space to visualize my ideas (like custom cabinetry) so I decided the studio would allow me to show the custom aspect of my business. It became a space where custom details could be viewed and experienced first hand., as well as a place where clients could see a design vignette that was a styled and completed look.

**GG: Tell us about your transition from fashion to interior design.**

LM: I left fashion to raise my children but found I was always searching for a creative outlet. When I moved to Westchester, people visited my house and were so surprised at how quickly it was furnished and styled. Friends and neighbors starting asking for help and that led me to my profession in design.

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**GG: What inspires you?**

LM: Everything! I am in love with all things beautiful. But my passion for fashion still keeps me watching the runways and fashion trends. I am most inspired by fashion design.

**GG: What inspires you?**

LM: I always searched for what was not in stores yet and eventually those items would debut several seasons later. I realized that I was always 2-3 seasons ahead of the stores and thought I could be a buyer.

**GG: Do you consider your design aesthetic to be anchored in one specific style or more a mixture of multiple?**

LM: My design aesthetic is broad and is influenced by the client, the home and the location. I tend to like more contemporary styles, but also love industrial, romantic or mid century design. I am truly passionate about all good design.

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**GG: Who is your ideal customer?**

LM: A good match is necessary. It should not be hard. The perfect client is one that you relate to immediately. Usually if that happens, the rest just naturally falls into place.

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**GG: What do you strive to do that no one else does?**

LM: Be unique. I do not like to repeat what I have already done and am always searching for the next exciting material or design. I spend all my free time searching for new resources and am constantly approaching those resources to see if they will develop custom pieces so that their design can be adapted to my specifications.

**GG: Is there a specific project that you are the most proud of?**

LM: Each job is a new experience and an exciting opportunity to incorporate new ideas. So all my projects are stepping-stones to the next project. It would be hard to pick one that didn't incorporate something that I wasn't in love with that then led to another inspirational idea. If I had to choose one I guess it would have to be my Sag Harbor project, since I won an Interior Design Award for it. It was a very defining moment in my career.





**GG: Do you envision new designs?**

LM: My fashion design background makes it impossible to see a room without custom creations. That is what excites me most.

**GG: Do you ever change your styles depending on the holiday season?**

LM: I really do not. I would change my styling but not the style. Interior design is costly and to do seasonal changes would be prohibitive. However, accessories are an easy seasonal change and could make seasonal transitions trends. I am most inspired by fashion design.

**GG: What makes your business unique?**

LM: That I have the resources to create almost anything and never shy away from something that is intricate and time consuming

**GG: Any advice for young women striving to be in this field?**

LM: Be open to new ideas. Learn from the best. Never order without first doing a floor plan and knowing all the components in the room.

**GG: Anything else you would like us to know?**

LM: That I give my all to every project and never stop until the project is completed to the client's satisfaction- right down to the perfect vase.



