

WOMEN IN BUSINESS | COLORADO



LAURA IVERSON DESIGN

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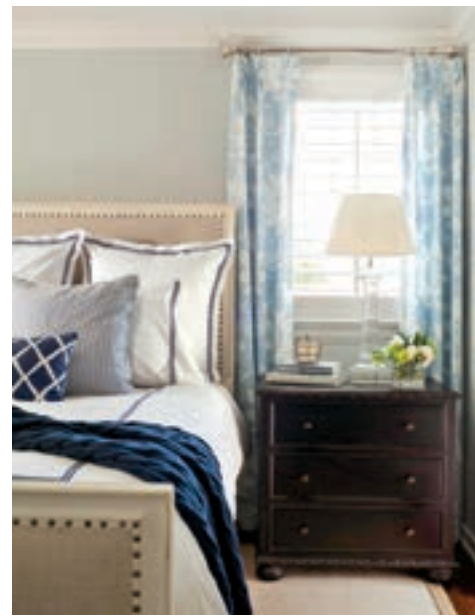


Born into a family of entrepreneurs, which included interior and landscape designers, Laura Iverson's childhood was, as she says, "an industry tutorial." She would spend her early days drawing and putting together material palettes in her mother's design library, and later attend the New York School of Interior Design. Today, she carries on her line's legacy, applying her natural and learned talents to the creation of gorgeous interior spaces in Colorado and beyond. Though she says every day is different—and she likes it that way—Iverson's secret to perfecting so many a project with a bespoke approach is this: "I divide each day into two parts: business and creative." After meetings and site walks and sourcing trips are complete, she always settles in for a block of time dedicated to vision. "These hours are inspiring, energizing and fun; they're essential to my process."

PATHS + PROGRESS

In discussing the challenges she has faced in pursuit of her career, Iverson points to burnout as the greatest hurdle. "I would say yes to everyone and everything to gain experience and knowledge," she says. "After a while, it was hard to find time for it all. It was also really difficult to say no, as I was completely invested in my business and clients." But dedication doesn't always mean "yes," and she has a piece of advice for those who might face a similar conundrum, or other sorts. "I would recommend a fabulous business coach or mentor; mine is amazing and has helped shape me as a professional."

"I strive to shape the future of interior design with integrity and respect for the history of the trade."



Top, left: A timeless kitchen remodel elevates a family's Boulder home. Top, right: Iverson and team transformed a hall closet into this luxurious master bathroom, featuring stunning marble and handmade tiles. Above: In a Denver remodel, this master suite is now the ideal retreat. All photography by Susie Brenner Headshot: Photography by Rachelle Shank Photography

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