

PURE™

About Us

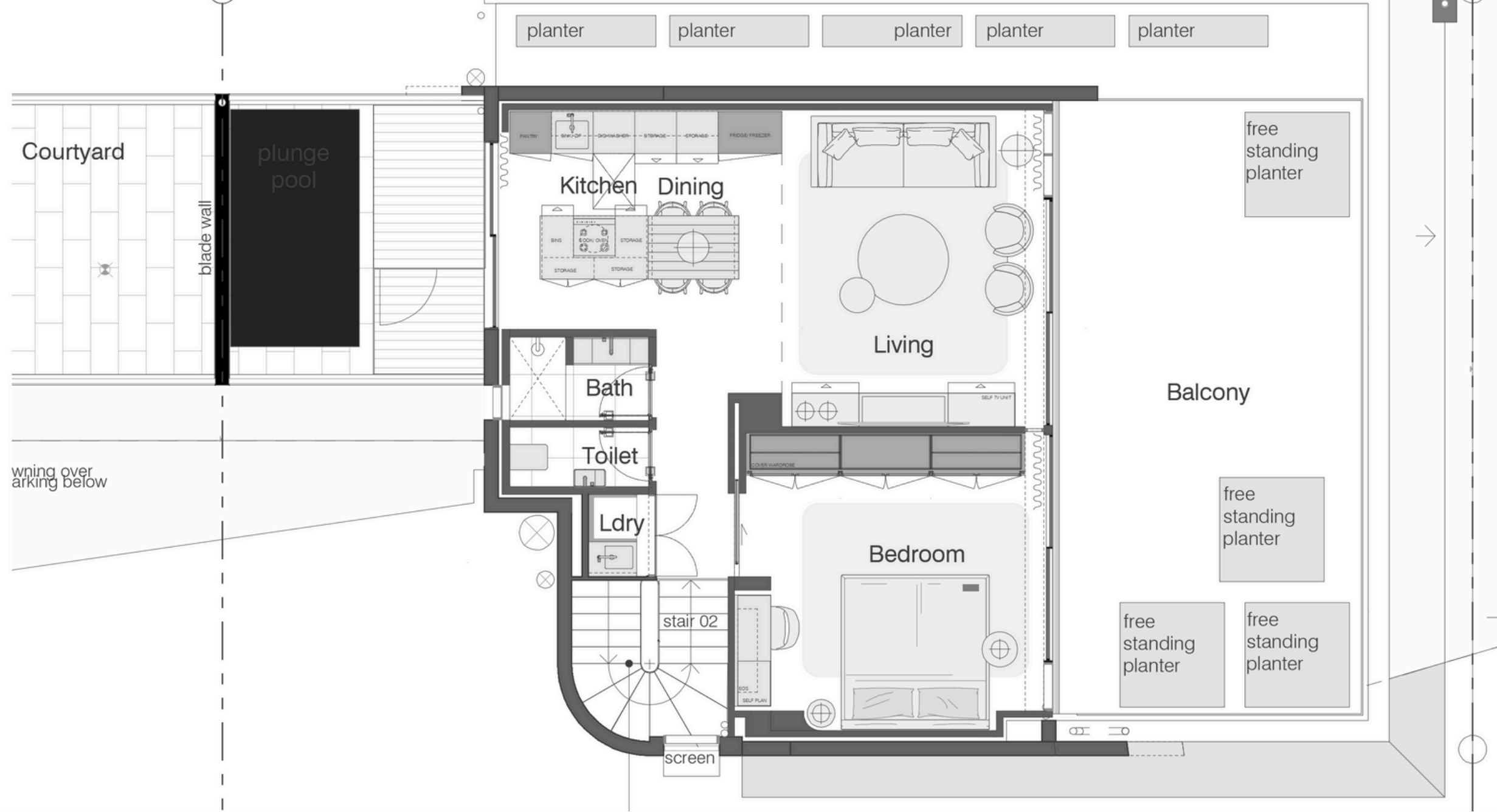
A pioneering figure in the luxury space, Pure Interiors believes that the mark of a premium service is the balance of high-quality products, thoughtful design and exceptional service delivery. When such a balance is achieved, not only is the outcome excellent but the entire design experience is elevated, as meaningful connections form between people and products. Inspired to build relationships, Pure Interiors ensures that its exclusive brand partnerships, collaborations with architects and designers, and individual work on client projects reflect the company values of balance, quality, and care.

Founded in 2010 by Joel and Anita Schmied, Pure Interiors captures over 30 years of experience in European design. The knowledge acquired has its origins in Switzerland where, guided by local craftsmen at his family's wood mill, Joel trained to become a master joiner. Amidst the sights and smells of the workshop, he discovered how quickly bonds can form between creative people when every person is committed to quality. By the time Joel finished his studies, he knew how to connect to the leading brands in Europe as he navigated the high-end design industry for a further decade.

Pure Interiors emerged quite spontaneously, embodying the shared passion of Joel and Anita. It was by bouncing ideas back and forth, examining the threads that connected them, that the couple were able to identify the values that would define their family-owned business. Over the past years, an amazing team of professionals has formed around the same passion of delivering quality design and high-end execution. With a wealth of technical expertise and mutual intentions, relationships that are getting built daily, the PURE brand is moving forward to establish a European approach in design culture and execution.

Pure Interiors has exclusive access to some of the finest European work to brought to the Australian design industry. Products from brands such as Rimadesio, Arclinea, and LEMA are effortlessly incorporated into the work of the consultancy while an in-house team of designers, project managers, and technicians provide the experience of high-end design and finish for which Pure Interiors is renowned.

Floor Plan



Kitchen

Concept images

- 01. Thea kitchen
- 02. Thea kitchen
- 03. Thea kitchen
- 04. Thea kitchen



Kitchen

Concept images

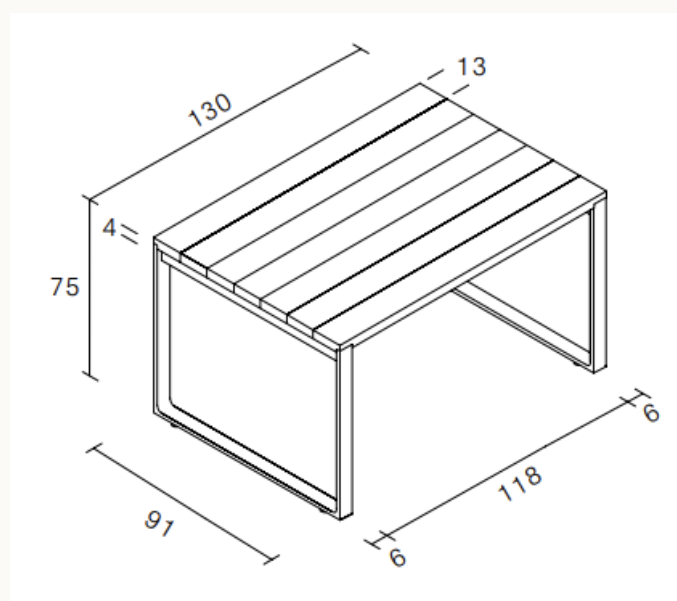
- 01. Thea kitchen
- 02. Thea kitchen
- 03. Thea kitchen
- 04. Thea kitchen



Dining

Concept images

01. Slatted Convivium table

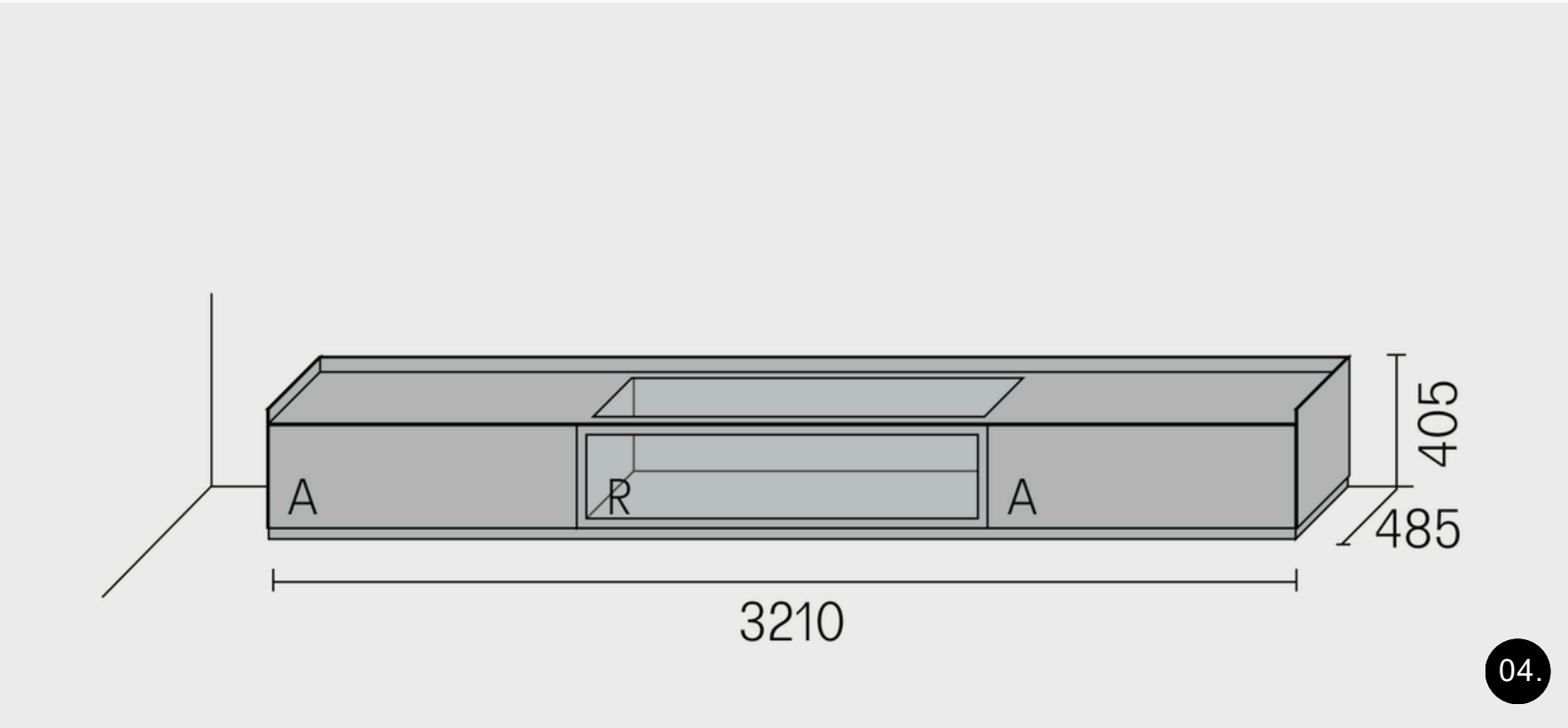


01.

Living

Concept images

- 01. Rimadesio Self TV unit
- 02. Rimadesio Self TV unit
- 03. Rimadesio Self TV unit
- 04. Rimadesio Self TV unit



Bedroom

Concept images

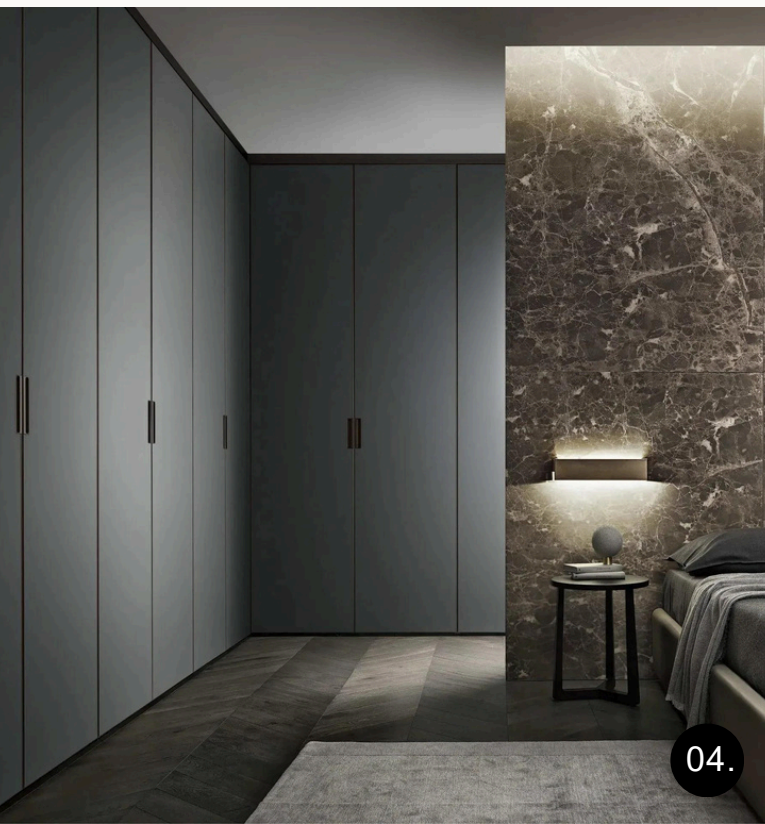
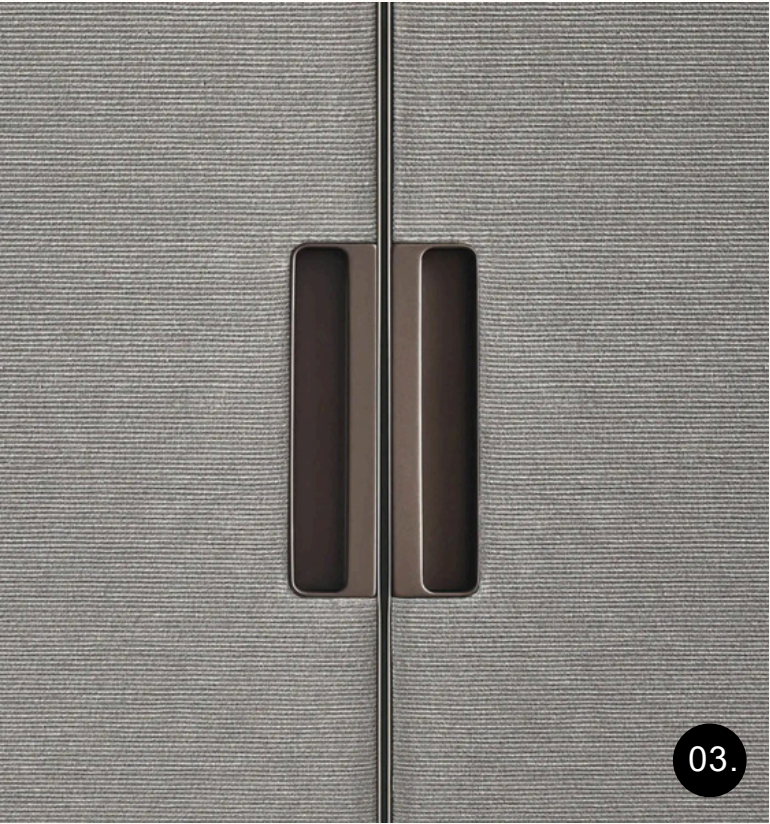
- 01. Rimadesio Self plan desk
- 02. Rimadesio Self plan desk
- 03. Rimadesio Self plan desk



Bedroom

Concept images

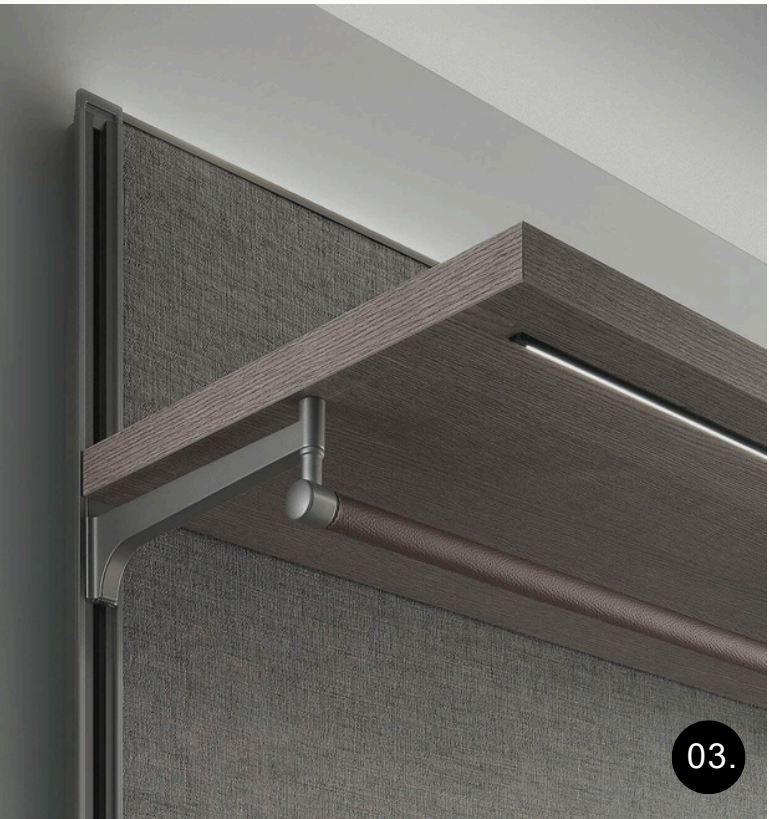
- 01. Rimadesio Cover wardrobe
- 02. Rimadesio Cover wardrobe
- 03. Rimadesio Cover wardrobe
- 04. Rimadesio Cover wardrobe



Bedroom

Concept images

- 01. Rimadesio Cover wardrobe
- 02. Rimadesio Cover wardrobe
- 03. Rimadesio Cover wardrobe
- 04. Rimadesio Cover wardrobe
- 05. Rimadesio Cover wardrobe
- 06. Rimadesio Cover wardrobe

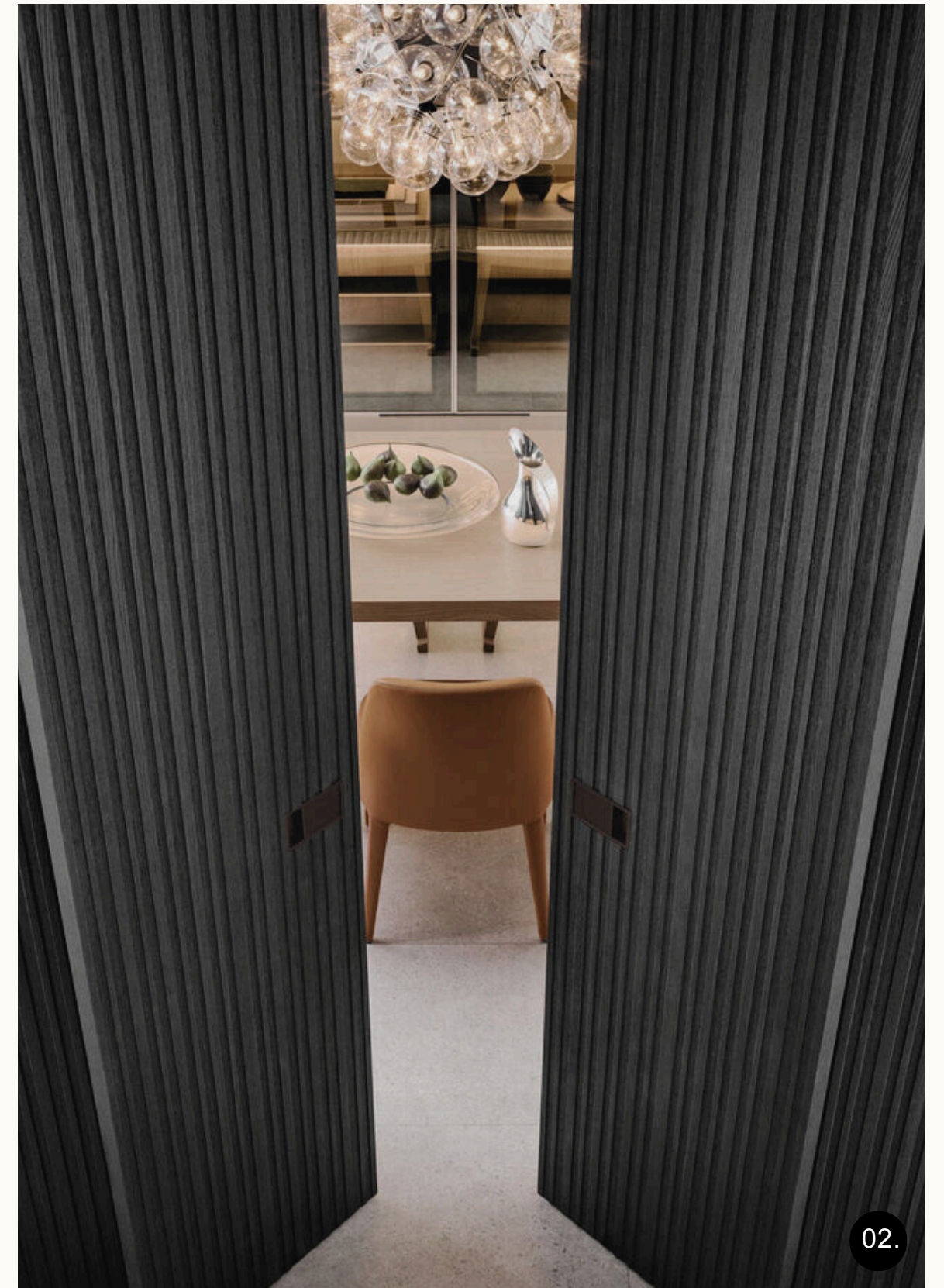


Laundry

Concept images

01. Arclinea pivot doors

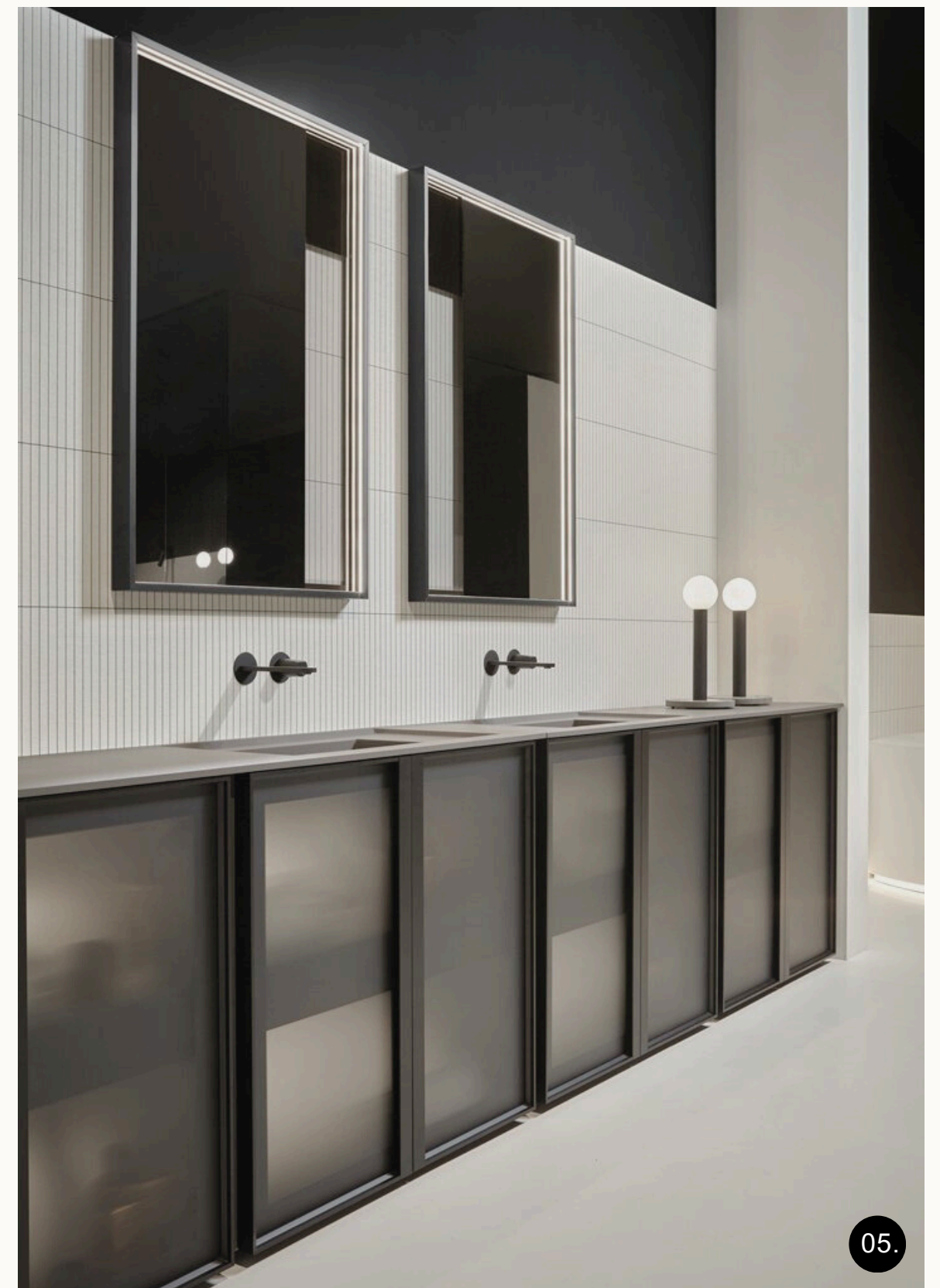
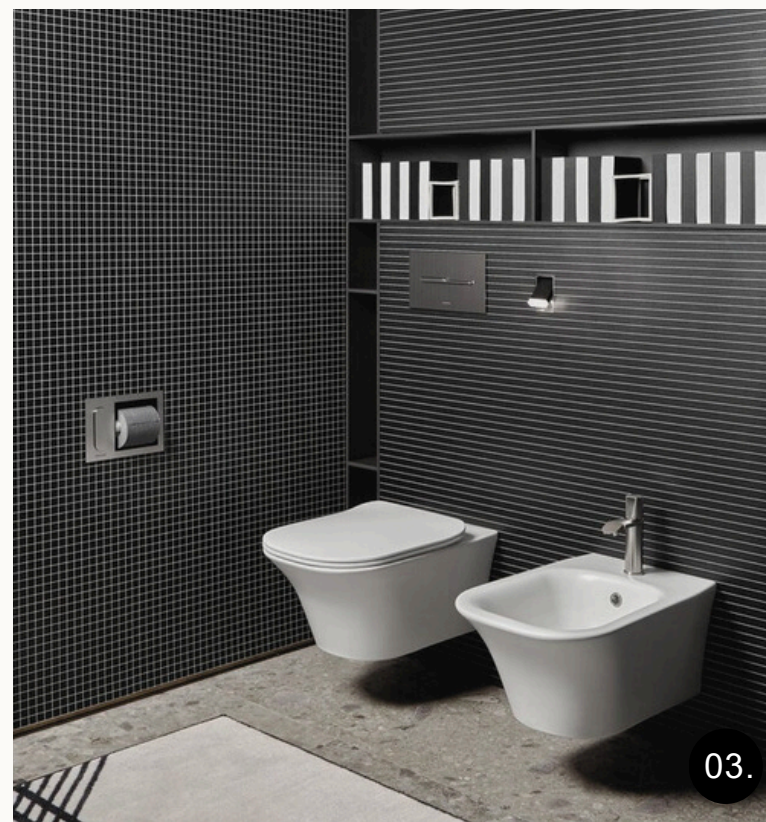
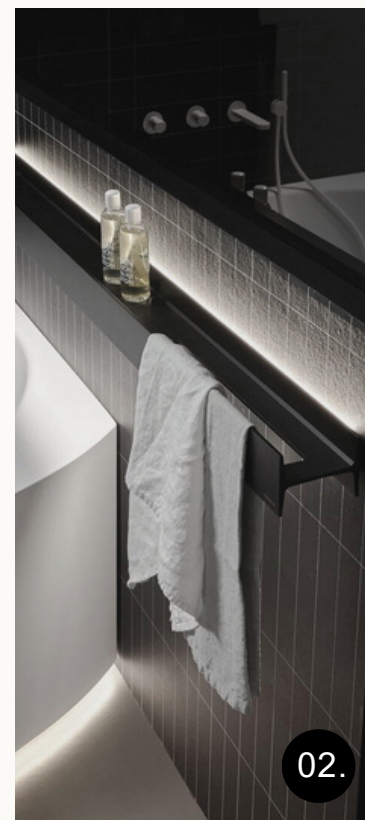
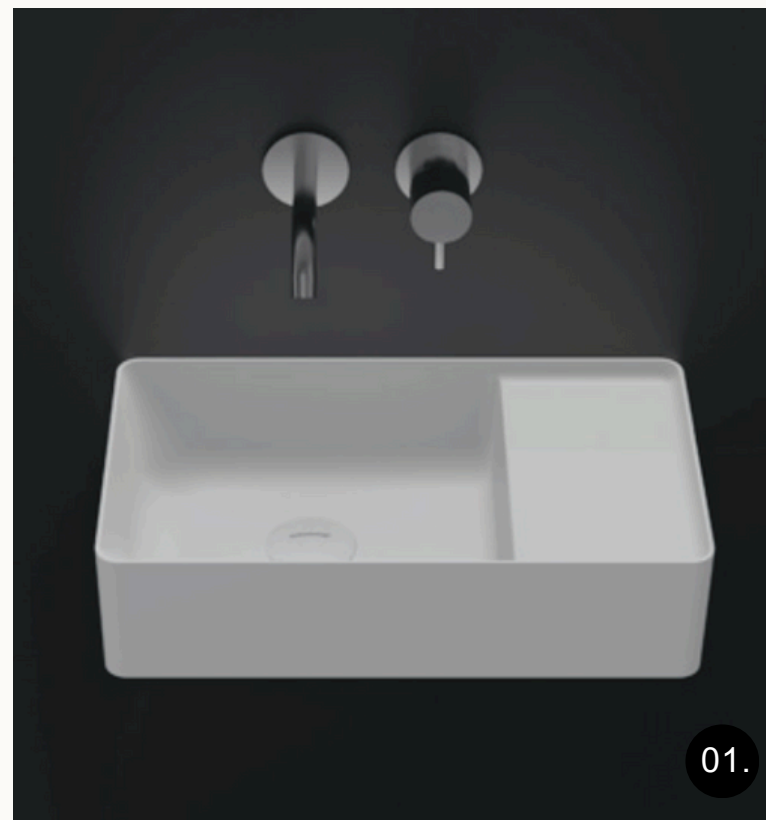
02. Arclinea pivot doors



Toilet & Bathroom

Concept images

- 01. Antonio Lupi Simplomani sink
- 02. Antonio Lupi Letteramuta wall shelf + towel rail
- 03. Antonio Lupi toilet & Dimezzo shelving
- 04. Antonio Lupi Azimut shower head
- 05. Antonio Lupi Flumood top + Bemade storage cabinets + Edison mirror



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