

# LAUREN CHATER

## WELCOME

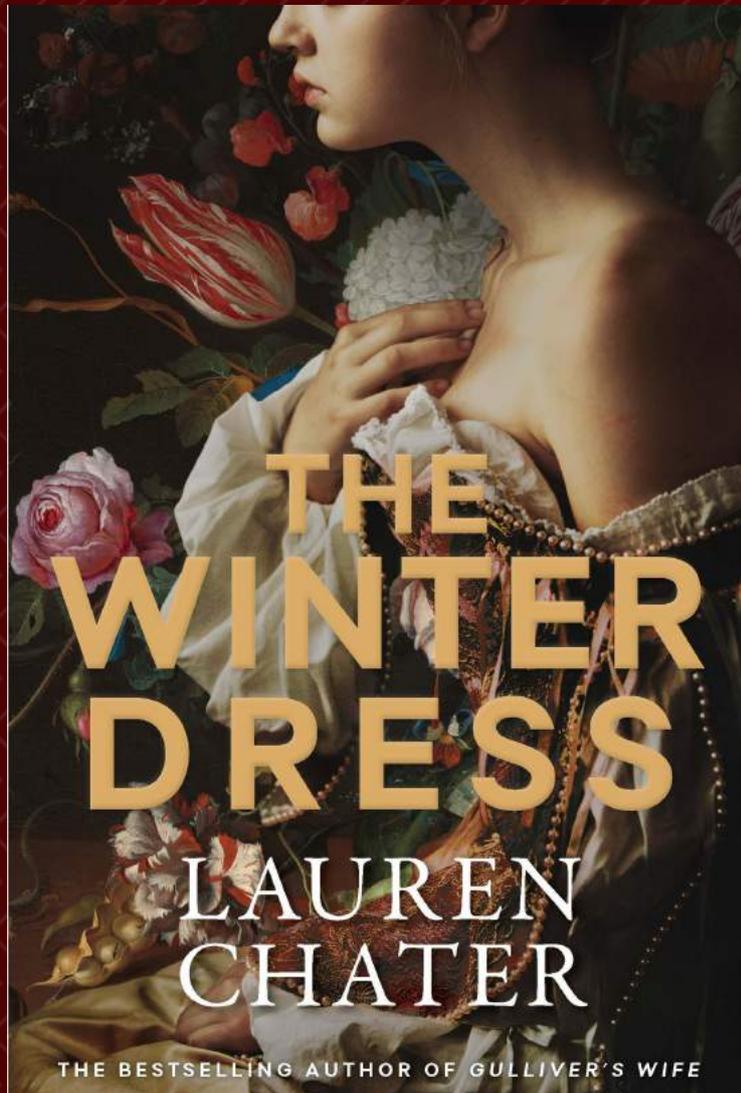
Hello, gentle readers. I hope you are doing well, especially if you are in one of Australia's locked down cities, as I am. I trust you'll forgive me for sending out this special shortened edition newsletter so quickly after the first one but I was so excited to share the cover of my new novel *The Winter Dress* with you I simply couldn't wait! Designed by the brilliant Nada Backovic, it's a dreamy confection of Dutch florals and sumptuous fabric in a painterly style which reflects the book's themes of art and women's creativity. You'll find an interview with Nada at the end of the newsletter where she generously shares her design process from concept to finished product. Thank you for gifting me this incredible cover, Nada. You're so very talented!

## WIN A COPY OF GULLIVER'S WIFE

In my last newsletter, I revealed that my 2020 novel *Gulliver's Wife* had been given a brand new cover to celebrate its recent publication in a smaller B format. I'm so pleased that people loved the new cover so much they were compelled to email me to let me know. If you'd like to go into the draw to win one of these smaller paperback copies, all you have to do is drop me a line at [laurenmchater@gmail.com](mailto:laurenmchater@gmail.com) before 5pm August 22nd. I'll pick four winners and post out your books the following week. Thank you again for all your support with this novel! Launching into a pandemic last year was not an experience I wish on any author but your kind words of encouragement and your generosity in sharing reviews and spreading the word ensured my book's survival in a very crowded literary market.



# Cover Reveal



I'm thrilled to reveal the cover of my forthcoming novel *The Winter Dress*. Designed by the extremely talented Nada Backovic, it's been very hard to keep this beautiful secret to myself these past few months. Cover design is so important from a sales perspective (because let's face it, most of us judge a book by its cover even if we say otherwise) and it's also a little bit nervewracking from an author's point of view because we always hope our vision for the book aligns with that of the designer and publisher. Thankfully, my initial response when my publisher sent me the email containing the cover was overwhelmingly positive. I love the painterly atmosphere evoked by the woman's pose as well as the floral details reminiscent of the work of 17th century Dutch artist Rachel Ruysch who specialised in flowers and fused realism and imagination in unique and interesting ways. In the following post, Nada Backovic explains the rationale behind her choices and how the original concept changed to reflect the final design.



## Nada Backovic Book Design

Nada Backovic is an award-winning book designer, graphic designer and illustrator with more than 20 years' experience working within publishing in Australia and the UK. Born and bred in London, Nada is now based in Sydney, Australia. She has worked in-house at Random House UK, was the Design Manager at Allen and Unwin for many years, and has worked with major publishers and independent authors for the past ten years.

You can learn more about Nada's amazing work [here](#) and connect with her on [Instagram](#) and [Facebook](#).



# Cover Story

*Designer Nada Backovic speaks about creating the cover of [The Winter Dress](#)*

The [Winter Dress](#) by Lauren Chater was a gorgeous project to work on. We were initially aiming for a more graphic concept and so I explored several directions in the earlier stages of the design process. I played around with imagery of the dress itself, coming up with solutions that suited that graphic look. However, while these were interesting, they weren't evoking the emotional response required. I decided to look into alternative directions and came across this beautiful image by Polish photographer, Beata Banach. The subject appears as though she is sitting for a portrait, which ties into the story perfectly as the 17th Century narrative thread follows a ladies' maid to a renowned Dutch artist.



The image of the woman is deliciously luscious as it is, but to place it more firmly in context of the story, I combined it with an old Flemish painting (see image below) , which make up the background florals. I wanted to achieve a rich layered look that almost felt like a Dutch painting itself. We've gone a few steps further with the layering and will be including foil that will be intertwined with the imagery and type. I can't wait to see the final finished book!

- Nada Backovic

