

# A New Chapter in Our Spellbook

Why Spellbinding Design is evolving into The Corners & Co.

Over a decade ago, I was a stay-at-home mom who left a fast-paced career in New York City to return to the deserts of Arizona. My family had just experienced a loss that nearly broke us, and I knew I needed to be close to them, to healing, and to a new path forward.

In the quiet moments between diapers and naptime, I made a choice: I had to find a way to support my growing family without sacrificing being present. So, I opened my laptop and started something small. Personal. Purposeful.

There were a lot of bumps along the way, but what I discovered was my passion.

What began as a one-woman studio fueled by grit, late nights designing until 3 a.m., a little Photoshop witchery, and a whole lot of intuition grew into **Spellbinding Design**.

Through the years, I went back to school, took courses, attended conferences and webinars, and eventually found myself being invited as an industry professional. Somewhere along the way, I realized I had become more than just a cover designer because I grew, and the publishing industry grew with me.

And like day one, I *still* love this business. I love helping authors bring their dream covers to life. After hours of video chats and building bonds that last longer than some marriages, I can honestly say I have the best clients a woman could ask for. Truly. Some have been with me since the beginning, others have promised never to leave me. Many bring me with them as they grow, because I'm not just a service, I'm part of your team.

Thanks to your trust, Spellbinding Design has helped hundreds of authors bring their stories to life.

And now, it's time for the next chapter.

As we expand our offerings and step into a bigger vision, *Spellbinding Design* is becoming the publishing design studio within a larger creative agency: **The Corners & Co.**

This transition also helps clear up market confusion, as other businesses have popped up using similar names, and gives us space to grow into something even more powerful.

But make no mistake: the heart of Spellbinding Design remains the same. Just with a little more polish, a bigger cauldron, and a team ready to stir the pot with me.

Here's to the authors, the dreamers, and the believers who've been with me from the start.

The best spells are still brewing.

**Laura Hidalgo**

Founder, Spellbinding Design

Creative Director, The Corners & Co.