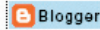
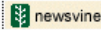
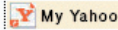


STORY TOOLS



Funny Money Gift Card Boxes from Vida Valencia

Market Report — Atlanta: July 13

By Maria Weiskott, Caroline Kennedy, Meredith Schwartz, Bessie Nestoras

-- Gifts & Decorative Accessories, 7/13/2007 10:39:00 AM

July 13, 2007 — When there are long lines of people waiting to step on an escalator, it's usually a sign there's something big happening on the next floor. That's exactly the case in Atlanta this week at the International Gift and Home Furnishings Market — there's something big happening on the floor above or below in every one of the three buildings comprising AmericasMart.

NEW AND NOVEL

There are plenty of new introductions at market, and novelties are alive, well and amusing.

Funny Money gift card boxes from Vida Valencia

Debra Valencia showed us the new gift card gift boxes in her Vida Valencia line. There are two new collections. The Funny Money collection is fresh and fun. Each box is made of 100 percent recycled material and comes wrapped with a brightly colored greeting band with a whimsical saying. The other new collection is more upscale and features beautiful Italian papers and boxes tied with an elegant piece of ribbon. Valencia noted that she is concentrating more on gift card boxes rather than cards because they make a nicer presentation. She tells Gifts & Dec that four out of five people want to receive gift cards. Valencia is continuing to grow her line, which has already come a long way since it debuted over a year ago. She's also planning to expand the Vida Valencia brand through licensing her designs to complementary products.