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Debra Valencia appoints Ginja as licensing agent in Israel

License immediately signed with branded gifts market leader, Palphot, evidencing the brands appeal to Israel's emerging sophisticated market

Artist Debra Valencia is pleased to announce the recent appointment of the Ginja Agency to represent her brand in Israel. A substantial license was immediately secured with Palphot, the market leader in branded gifts, stationery and back-to-school products.

The first grouping of stationery items are ready for Spring 2013 and is currently available in gift, stationery and books stores nationwide. The elegant notecard sets featuring the Graceful Garden Collection are available in 8 designs and displayed in a matching custom counter display. An array of new products are planned including greeting cards, back-to-school supplies, journals, planners, calendars, gift wrap & gift bags, fashion bags, cosmetic cases, gifts, home office accessories, home décor and more.

Ginja Licensing and Marketing is a licensing agency based in Israel, representing a wide yet unique range of lifestyle, design and art brands from all over the world. Ginja is led by Iris Parizer, an expert in licensing and marketing, with nearly 20 years experience in sales & marketing in media, including 12 years exclusively dedicated to licensing.

Ginja is passionate about the LS&D potential in Israel, a virtually virgin market, where the possibilities for fertile growth and success are without limits in this early development stage of market penetration.

"Debra's designs are appealing to the Israeli market with her sophistication, unique spirit and warm vintage style combined with modern, innovative looks and fresh colours — all the typical qualities of the Israeli society. This combination will lead Debra Valencia designs to be a successful licensing venture here," commented Iris Parizer.

The Debra Valencia brand of surface designs is known for a creative blend of florals, brocades, paisleys, geometric and organic patterns mixed and matched in bold colour combinations, all with a distinctive sense of style. The signature look is artistic, vibrant, and imaginative, inspired by pop culture, fashion and worldly ethnic themes. Mixing stripes with florals, colourful ethnic motifs with geometrics or old with new, each collection distinctively captures the essence and personality of the brand, with patterns that are chic and sassy, yet fun and lively.

For more information on the new partnership visit: www.ginja.co.il/

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