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September 10th, 2013

## Landy International Launch “Debra Valencia™ for Aromanice” Brand Bath, Spa and Beauty Products

posted in: [Landy International](#), [The Brand Liaison](#)

Artist Debra Valencia™ has just signed a comprehensive worldwide licensing deal crafted by agent The Brand Liaison for a new collection of bath, spa and beauty products as well as bathroom accessories under the “Debra Valencia for Aromanice” brand. Licensee, Landy International, a global manufacturer and distributor of bath and beauty products — will develop an expansive collection including soaps, body scrubs, lotions and a variety of skin care products in fancy gift sets, as well as cosmetics such as lip gloss and nail polish, cosmetic bags and cases, decorative towels, robes, bathroom décor — all featuring the unique surface designs, color and artistry of Debra Valencia.

“I am so excited to be working with Landy on such a broad range of products.”, said Debra Valencia. “I’ve seen the finished products manufactured by Landy for other brands and their quality is outstanding. We are currently creating a unique collection of products to offer retailers worldwide.”

“We were familiar with Debra Valencia’s stationery products in the marketplace with her distinctive use of color and feminine designs.”, explained Roger Ding, President, Landy International. “We see potential to build a fresh designer brand in the bath, spa and beauty category for Aromanice. Debra’s expertise as both product/packaging designer and surface textile artist provide the perfect talents for a lifestyle brand.”

Debra Valencia is a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, with a branded modern style uniquely her own. The Debra Valencia™ brand surface designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs in a distinctive sense of style. Her signature look is lively, vibrant, colorful and imaginative with a California feel.

First samples will be previewed at Canton Fair in October and available in the US and worldwide beginning spring 2014. “Preliminary comments from customers indicate that this will be a very strong brand for us with widespread distribution.” Added Ken Posner, Director of Sales for Landy.

For Product Inquires:

Ken Posner: Tel: (407) 592-4486

[kposner@landyint.com](mailto:kposner@landyint.com)

For Licensing Inquiries: Steven Heller: Tel: (855) 843-5424

[Steven@TheBrandLiaison.com](mailto:Steven@TheBrandLiaison.com)

About Debra Valencia

Debra Valencia, a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a modern style uniquely her own. The Debra Valencia™ brand surface designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs in a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative. Based in Southern California, she is inspired by craftsman of cultures from all over the world, including textile arts and architectural ornamentation, as well as pop art, fashion and everything vintage. Like a talented chef whose fusion of unexpected ingredients turns an ordinary dish into an extravaganza, Debra mixes and matches elements to create rich designs spiced with style and color.

About Landy International

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Landy International is one of the leading manufacturers and exporters of personal care products and bath gift sets in the world with 1 million sq. ft. of production and raw materials storage. Our state-of-the-art GMP standard manufacturing plant includes, 2,000 experienced workers, an R&D team of 60 in China, UK and USA. Our daily production capacity exceeds 400,000 bottles of 8oz liquid and 100,000 bath gift sets. We're GMP/ISO9001/BRC certified and REACH compliant. In addition to our brands Debra Valencia and Aromance, we produce OEM/ODM/OBM toiletry, personal care and beauty products in skin care, bath gift sets and cosmetics sets for the largest retailers worldwide.

#### About The Brand Liaison

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension programs. Our goal is to commercialize opportunities that will extend our clients' intellectual property into multiple product categories. We work closely with our clients to ensure that our brand extension activities compliment the strategic goals and objectives of each brand that we represent.

<http://thebrandliaison.com>

#### Websites:

<http://www.debravalencia.com>

<https://www.facebook.com/debravalenciadesign>

<http://thebrandliaison.com>

### Similar Articles

- [Landy International Expands Debra Valencia Product Offerings to Home Décor & Personal Accessories](#)
- [The Brand Liaison To Represent Debra Valencia and DeVa Designs, Inc. for National Licensing](#)
- [Debra Valencia Lifestyle Brand to Debut New Collections for Home Décor, Apparel & Personal Accessories at Licensing Expo 2014](#)
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[Home & Giving Fair - Melbourne](#)  
Melbourne, , Australia

*August 2-5, 2015*  
[ASD Las Vegas](#)  
Las Vegas, Nevada, US

*August 2-6, 2015*  
[Las Vegas Market \(Summer\)](#)  
Las Vegas, Nevada, US

*August 7-9, 2015*  
[East Coast Gem, Mineral and Fossil Show](#)  
West Springfield, Massachusetts, US

*Aug. 7-11, 2015*  
[Minneapolis Gift, Home & Accessory Show](#)  
Hopkins, Minnesota, USA

[View a sortable list of upcoming gift shows >>](#)



**B** BLOSSOM BUCKET, INC.  
800-662-5923  
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August 3rd, 2015...Consumer spending slows down during June

August 3rd, 2015...Las Vegas Market underway; summer show features 2,200-plus resources

July 29th, 2015...International Home + Housewares Show exhibitors to be featured on 'The Big Pitch'

July 29th, 2015...Dallas Market Center announces ARTS Awards nominating committee

July 28th, 2015...LIMA breaks down \$241.5 billion licensing industry

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