

Artist Lands Deal With Landy

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 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 gift sets, as well as cosmetics such as lip gloss, nail polish, eye shadow, fashionable cosmetic bags and cases and more — 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 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/package designer and surface textile artist provide the perfect talents for a lifestyle brand.”

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.

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