

Press Release from Debra Valencia™
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Debra Valencia™ Brand Nominated for LIMA 2017 Award

Prestigious recognition of outstanding creativity and performance

Los Angeles, California — April 4, 2017:

The Brand Liaison is pleased to announce the Debra Valencia™ brand's nomination for the LIMA 2017 Program of the Year for an Art/Design Property. LIMA – [the International Licensing Industry Merchandisers' Association](#) – is the leading trade organization for the global licensing industry. The LIMA International Licensing Excellence Awards are the industry's most prestigious recognition of outstanding creativity and performance for a property and its agent. Each year the very best of all major segments of licensing are honored for their licensing accomplishments.

Out of 461 global entries — a record number — Debra Valencia has been selected as a finalist in the Art/Design category. Other nominees include: Andy Warhol, Matthew Williamson, Pets Rock, Selfies, The World of Eric Carle, and Victory & Albert Museum. The winner will be announced at the Licensing Expo 2017 in Las Vegas, Nevada on the evening of Tuesday, May 23, 2017. The awards event is open to all attendees and exhibitors.

"This is thrilling news! The nomination in itself is an honor — especially considering the stiff competition in my category!" stated Debra Valencia.

The Brand Liaison is the exclusive licensing agent for designer Debra Valencia and will be exhibiting new Debra Valencia collections at Licensing Expo in Booth # E154. Her licensing team will be meeting with manufacturers and retailers at the show to explore for licensing opportunities across all categories.

Building upon the market success of Debra Valencia licenses including stationery, fabric, cosmetics, bath/body products and home accents and personal accessories, Debra Valencia is currently working with major manufacturers and direct retailers on unique collaborations. New collections include gorgeous floral, geometric, global style, inspirational and fashion themes for dinnerware, home textiles and accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, beauty products and more.

"We are very excited to be partnered with Debra Valencia for fashion stationery. Her fresh, vibrant designs are receiving great reception from our buyers across all types of retailers. We anticipate exceptional growth with this brand," stated Karen Myers, President, CrownJewlz LLC.

New products recently hitting retailer shelves include stationery and back-to-school for CrownJewlz, bedding sets from Spectrum, quilts from Duke Imports, eyewear from Nouveau Eyewear, cell phone cases from Winner Wireless, over-the-counter fabrics from Fabric Editions, calendars for Norcard, planners for Plan Ahead, and tabletop for Certified International. An expanded collection of bath and body products designed by Valencia exclusively for Aromanice have been a staple for holiday shoppers at Walmart for 4 consecutive years.

“Debra is such an outstanding talent and her licensing program has been growing exponentially over the past few years.” stated Brand Liaison President Steven Heller. *“We are so proud to be recognized with Debra for this prestigious honor.”*

About Debra Valencia:

Debra Valencia, a visionary artist, surface and product designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California look uniquely her own. Her colorful chic products are found in the licensed lifestyle market, appealing to women who love style, fashion and femininity. Expansion of the Debra Valencia™ lifestyle brand products includes home décor collections as well as women’s apparel and fashion accessories.

The unmistakable bold and colorful style of Debra Valencia, the artist, has garnered her namesake brand a sizable niche in the lifestyle marketplace. As an independent fashion forward woman herself, she is able to put that knowledge to work to create a world of artistic beauty. Her designs inspire women to be chic and stylish, turning everyday life into a lifestyle, whether it is expressing a personal fashion statement, decorating their home or entertaining friends. This provides added value to licensing partners through name recognition, reputation and the brand’s history. Debra Valencia is a hands-on artist and a businesswoman. She does not simply lend a name to a product line. She remains intimately involved with her licensing partners to bring a quality product to the lifestyle marketplace. Debra is savvy about understanding women’s lifestyles as well as her expansive knowledge of product design and manufacturing processes.

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.

Websites:

<http://www.debravalencia.com>
<https://www.facebook.com/debravalenciadesign>
<http://thebrandliaison.com>

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Additional High Resolution images available upon request

Attached Photo Caption:

The Debra Valencia booth at Licensing Expo showcases the shop-in-shop concept.