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Debra Valencia Extends Bath and Body License

GDA Staff -- Gifts & Dec, January 5, 2015

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LOS ANGELES - Landy International has renewed their license for designer **Debra Valencia**'s bath and body products. Valencia has granted Landy International a three-year extension to include soaps, shampoos, body wash, shower sets, bubble bath and bath and body spa kits.

The Brand Liaison, the exclusive licensing agent for Debra Valencia, completed the deal on her behalf and is currently working with other major manufacturers on additional license agreements and unique collaborations.

"Landy is such a great licensing partner allowing me to push the creative boundaries in the bath/body category," said Valencia in a statement. "This is not just a namesake licensing deal...I personally design surface patterns for the packaging and select the color schemes, fragrances, bottle shapes, cosmetic bags, accessories and containers. After such a successful initial term, we are proud to continue this relationship."

Ken Posner, U.S. director of sales, Landy International added, "The incredible response to Debra Valencia's bath and beauty products dictated that we continue to expand the Debra Valencia brand. Our sell-throughs were very strong this year and our buyers and retailer contacts are asking for more product. By expanding our relationship with someone as talented as Debra Valencia, we are now able to continue to provide our retail partners with incredible collections of bath and body sets in her fantastic patterns and colors for many years to come."



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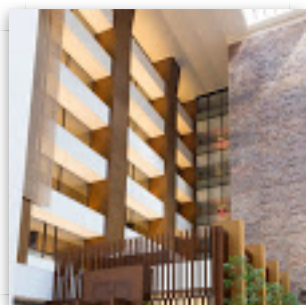
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