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RECENT

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OCT 10, 2020


Sony Pictures Consumer Products Announces 'Ghostbusters' x Joshua Vides Capsule

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SEP 28, 2020

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POLL

Are cosmetics collaborations something you would consider for your brand?

- ☐ Yes
☐ No

VOTE

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Merchantwise Licensing to Rep ZAG's 'Miraculous,' 'Power Players' in Australia, New Zealand

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Landy Expands Debra Valencia

Landy International and designer Debra Valencia are partnering to expand the Debra Valencia brand to include home décor collections and women's personal accessories.

Apr 06, 2018



Landy International and designer Debra Valencia are partnering to expand the Debra Valencia brand to include home décor collections and women's personal accessories. The Brand Liaison, licensing agent for Debra Valencia, brokered the deal.

Landy will manufacture and distribute pillows, rugs, decorative accents, home storage, tabletop, kitchen textiles and personal accessories (scarves, umbrellas, fabric tech cases, wallets and totebags) bearing the Debra Valencia brand around the world.

The deal builds on the pair's initial deal for bath/beauty products and bathroom accessories.

"Landy is such a great licensing partner. After spending significant time in their facilities in Xiamen in August working with their designers, sales and manufacturing team, it was clear that they would be the natural choice for these additional product categories," says Valencia.

"The incredible initial response to Debra Valencia's bath/beauty products dictated that we expand our product offerings. Our buyers and retailer contacts were asking for more product," says Ken Posner, U.S. director of sales, Landy. "By partnering with someone as talented as Debra Valencia in connection with the launch of our new home division, we are now able to offer North American retailers incredible collections of home décor and accessory items in fantastic patterns and colors, to supplement our existing range of bath and body products."

