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RECENT

**Tapatio, Hipdot Release
Spicy Makeup Collab**

OCT 10, 2020

**What's the
hot new brand**
**Sony Pictures Consumer
Products Announces
'Ghostbusters' x Joshua
Vides Capsule**

OCT 13, 2020

**Brandgenuity Gets Spooky
with Zak Bagans of 'Ghost
Adventures'**

SEP 28, 2020

**Sixty Years of Sanrio: The
Future of Cute Culture**

OCT 15, 2020

POLL

Are cosmetics collaborations something you would consider for your brand?

- ☐ Yes
☐ No

VOTE

TRENDING

**Celebrate the Global Appeal
of NFL Players**

OCT 15, 2020

**Talking Sport at Festival of
Licensing with the FA and
OneTeam Partners**

OCT 15, 2020

**Centa IP to Hits Play on
'Love Diana' in Australia**

OCT 15, 2020

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

OCT 15, 2020



Debra Valencia Secures New Partners

Lifestyle brand and designer Debra Valencia's licensees will be out in full force at this year's Atlanta Gift Show, Jan. 10-17.

Apr 06, 2018



Certified International, CrownJewlz, Duke Imports and Wellspring will debut new products for the art and design brand this January.

Lifestyle brand and designer Debra Valencia has tapped four new licensees to create a raft of branded merchandise inspired by her brand.



The Brand Liaison, Debra Valencia's exclusive licensing agent, brokered the deals.

New partners include Duke Imports for bedding and window curtains; Certified International for dinnerware; CrownJewlz for back-to-school, gifts and stationery; and Wellspring for publishing and calendars. The new products will feature the brand's signature artwork and highlight the continuing expansion of its licensing program.

"As we continue to expand the Debra Valencia brand through licensing, it is great to see all of these leading partners showcasing their new Debra Valencia products all at the same trade show. Stationery, books, calendars, gifts and home goods including quilts and tableware—all created by Debra Valencia and all in one place," says Steven Heller, president, The Brand Liaison. "Debra has created some incredible new collections and they look great on all these products."

The new Debra Valencia products will debut this January at the Atlanta Gift Show, Jan 10-17.

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