

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

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

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

OCT 15, 2020



Debra Valencia Continues Bath Partnership

Designer Debra Valencia and Landy International have renewed their license for Debra Valencia bath and body products.

Apr 06, 2018



Designer Debra Valencia and Landy International have renewed their license for Debra Valencia bath and body products.



The Brand Liaison, the exclusive licensing agent for Debra Valencia, brokered the deal.

Building upon the initial line of bath and beauty products, including a collaboration with Debra Valencia for Aromanice, the 3-year extension will include soaps, shampoos, body wash, shower sets, bubble bath and bath and body spa kits.

"Landy is such a great licensing partner allowing me to push the creative boundaries in the bath and body category," says Valencia. "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."

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