

# Debra Valencia, Duke Imports Expand Bedding Collection

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New bedding is on the way from Debra Valencia and Duke Imports.

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Debra Valencia and her licensing partner Duke Imports have announced the release of two new bedding ensembles and quilts, plus the expansion of new products.

Based on the success to date, Duke Imports plans to continue to introduce new bedding collections twice annually and add additional home décor items featuring Valencia's designs. The deal was created by The Brand Liaison, the exclusive licensing agent for Debra Valencia.



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"Contemporary designs by Debra Valencia are selling very well for us, adding diversity to our existing line," says Simardeep Sethi, vice president, business relations, Duke Imports. "The new 'on trend' looks have put us in the lead over our competitors in less than a year, and buyers are responding with excitement to Debra's tasteful designs and colors."

Since the launch of the Debra Valencia collections in 2015, new releases have exceeded over 50 ensembles to date. The new additions for 2020 include:

- "Angelina", a floral design overlaying a black/white cheetah print; and
- "Farrah", a medallion design inspired by vintage suzani quilts

All designs are sold as three-piece sets including reversible quilts with matching pillow shams in both king and queen sizes. They are available at many independent retailers nationwide as well as major online e-tailers including Amazon and Zulily. Duke Imports is now expanding the Debra Valencia collection adding new home textile items such as window curtains, shower curtains and fleece blankets featuring Valencia's designs.

New products are debuting each season at AmericasMart Atlanta Show in January and July.