

PRESS RELEASE

## Debra Valencia™ Lifestyle Brand Debuts New Art Collections at Surtex 2020

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The Brand Liaison is pleased to announce the debut of new art collections by designer [Debra Valencia](#) at Surtex 2020. Her portfolio can be viewed in booth #3281, February 2–5, 2020 at the Javits Convention Center in New York City. New designs include painterly abstracts, bold floral, vivid tropical and playful fruit themes for stationery, fabric, dinnerware, home décor, fashion accessories, and more.

Notably, ten products designed by Debra Valencia will be featured in the Surtex Vignettes display in the lobby during Surtex. Selected from hundreds of entries, the special exhibit was curated by Julie Newman, CEO and Founder of Jewel Branding & Licensing, Inc. and Nancy Fire, Co-Founder and Creative Director at Design Works International. The products are categorized by three current trends: Vivid Nature, New Coastal and Express Yourself.



Building upon the market success of Debra Valencia licenses, including stationery, fabric, cosmetics, bath/body products and home accents and personal accessories, Debra Valencia is currently working with major manufacturers and direct retailers on unique collaborations. Represented by The Brand Liaison, her licensing team will be meeting with manufacturers and retailers at Surtex to explore for licensing opportunities across all categories.

### About Debra Valencia:

Debra Valencia is a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres. Her surface designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs, appealing to women who love bold color, fashion and femininity. Debra is currently licensed with product manufacturers in the gift, stationery, textiles, home décor, fashion accessories, bath/body, and cosmetics industries. Her products have sold in both independent and mass market retailers nationally and internationally. She is the author of 8 craft books featuring her designs.

For more information, visit the website: <http://www.debravalencia.com>

### About The Brand Liaison:

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension programs. Our goal is to commercialize opportunities that will extend our clients' intellectual property into multiple product categories. We work closely with our clients to ensure that our brand extension activities compliment the strategic goals and objectives of each brand that we represent.

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