

Debra Valencia Expands Bedding Collections and Home Decor

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New Contemporary Designs Boost Sales for Licensee Duke Imports

Los Angeles, California — November 14, 2018: Debra Valencia™ and her licensing partner Duke Imports are proud to announce the release of over 10 new Debra Valencia designed 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 designer Debra Valencia.



Beginning with only 5 designs in 2015, the number of new releases now exceeds over 50 ensembles to date. "The best-selling designs of 2018 have undoubtedly been "Nadira", a medallion design with a fresh take on black and white with bright accents, and "Hibiscus", a vibrant contemporary floral and a colorful expression based on the patterns of hibiscus plant." Explained Debra Valencia. "And my newest bedding designs for 2019 will include Shibori, geometric, watercolor and coastal looks."

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.

"Contemporary designs by Debra Valencia are selling very well for us, adding diversity to our existing line. 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." stated Simardeep Sethi, VP of Business Relations, Duke Imports, Inc.

Duke Imports, Inc. is a leader in high-end quilts, bedding sets and home textiles for the independent retail and e-tailer channels at affordable costs. Founded in 2003 and based in Angola, Indiana, the company launched an initial line featuring Debra Valencia's design collections in 2015 of just eight quilt sets with matching pillow shams. New products are debuted each season at AmericasMart Atlanta Show in January and July.

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