

Press Release from Debra Valencia™
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FOR IMMEDIATE RELEASE:

Debra Valencia™ Debuts New Art for Craft Industry at CHA 2013

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Artist Debra Valencia™ is pleased to debut new surface design collections, monograms, icons and more. Her display will feature a stunning mannequin with a paper dress made of 100s of swatches of her fabric designs!

Valencia will be exhibiting for the sixth consecutive year at the annual CHA Winter Show in the Art Licensing & Designer's Showcase, Table #1012, Anaheim Convention Center, Anaheim California, January 11–14, 2013.

Valencia recently announced a bountiful year in 2012 boasting nine new licensing deals spanning stationery, textiles, housewares, gifts and fashion accessories. Her most popular art properties included Boho Girl, Silk Road, Prima Flourish, Kyoto, Bloom and Annabelle.

New Surface Art, Monograms and Icons for Craft Industry

Artist Debra Valencia™ will unveil new contemporary floral, paisley, decorative motifs and geometric design collections, monograms, icons, slogans and sayings, craft and sewing kits and more at the show. New product concepts on display include:

- Sewing kits for aprons, pillows, quilts, journal covers, tech cases, toys and more
- Embroidery designs
- Ribbon designs
- Button designs
- Die cut machine design templates
- Scrapbook collections including papers, frames, borders, sayings and more
- Craft kits of all types
- Greeting card & stationery kits
- Glass and ceramic painting kits
- Stickers, decals and embellishments
- Wall decals, borders and wall art
- Monograms
- Party décor

About Debra Valencia

The Debra Valencia™ brand of surface designs is known for a creative blend of florals, brocades, paisleys, geometric and organic patterns mixed and matched in bold color combinations, all with a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative inspired by pop culture, fashion and worldly ethnic themes. The designs reflect a fresh and imaginative approach to the creation of contemporary classic patterns that are chic and sassy, yet

fun and lively. Mixing stripes with florals, colorful ethnic motifs with geometrics or old with new, each collection distinctively captures the essence and personality of the brand.

"My collections are a reflection of my passion for traveling the world and scouring the marketplaces for interesting finds as well as a love for everything vintage. I mix and match elements in interesting color and pattern combinations to make something new", says Valencia.

Valencia's surface designs are applicable for all types of stationery products including greeting cards, invitations, journals, home office products, gift wrap and party goods. The pattern collections are equally applicable to apparel, fashion accessories, textiles, craft/hobby products and array of home décor products such as bedding, tableware, vases, frames, tiles, wallpaper and more. Valencia is currently licensed with over 20 manufacturers with over 1,000 products currently on the market or in production for 2013.

Valencia is the brainchild behind California-based innovative greeting card company Vida Valencia launched in 2006 and now distributed exclusively by Jillson & Roberts in Santa Ana, California. The line features a variety of gift card packaging and convenient gift wrap solutions with contemporary patterns in bold colors and can be ordered at www.vidavalencia.com.

Valencia's expertise includes creating distinctive branding, packaging and product design for globally recognized companies in a variety of industries. Gift, Home, and Stationery: Esprit Bed & Bath, Karen Klein Candles & Spa; Toy: Hasbro, Playskool, Milton Bradley, Swingset Press, Herrington Teddy Bears, and CowParade; Entertainment and Hospitality: Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory, MGM Grand Hotels, Hilton Hotels, Luxe Hotels Worldwide, Costume Designers Guild and Leonardo DiCaprio; Publishing: Book design for artists including Mark Ryden and Liz McGrath, museums, galleries and a variety of travel, business, children and trade book publishers.

Educated as a graphic designer and earning the faculty award for most outstanding student, Valencia received a BFA with honors from the University of the Arts in Philadelphia. Her work has been featured in publications internationally such as Time, Interiors, HOW, Print, ID, Communication Arts, Identity, Abitare, Process Architecture, Giftware News, Gift & Decorative Accessories, Greetings Etc., Total Licensing, and a number of books including Women in Design 1900–2000. She has received numerous awards from the AIGA and other professional organizations, serves a part-time faculty member of Otis College of Art & Design in Los Angeles, lectured at major institutions and conferences nationwide. Valencia is member of the Greeting Card Association, Craft & Hobby Association, Art Licensing Group LA, and American Institute of Graphic Artists.

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Additional High Resolution images available upon request