

Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

## **Artist Debra Valencia™ Debuts “Silk Road” Quilting Fabric Collection for new brand, Insights, for South Sea Imports**

**Malibu, California – March 9, 2012** Artist Debra Valencia™ will be making her debut with the “Silk Road” Quilting Fabric Collection for *Insights* a new brand from MM Fab, Inc. MM Fab Inc. is the parent company of three well established cotton print divisions that are sold exclusively to the independent quilt retailers—*Wilmington Prints*, *South Sea Imports*, and *Batavian Batiks*. “Silk Road” will be available to order this month as well as at the International Quilt Market/Spring in Kansas City, Missouri from May 18-20, 2012 and will ship to retailers in September 2012.

Silk Road was inspired by Debra's travels through Asia and India. Ornate medallions are a common motif creating a breathtaking focal point in the decorative arts of Central Asia, Mediterranean rim and Northern Africa. A multitude of medallion-like designs can be seen in architectural ornamentation, mosaic tilework, Oriental rugs, ceramics, fine textiles, embroidery and quilting in regions along the historical silk trade route. The Silk Road Collection embodies the blending of cultures that occurred over the centuries with a fresh interpretation of these artisan traditions.

Silk Road will be available in three colorways: Navy, Punch, and Slate. The collection consists of a main print with large decorative medallions with 12 coordinating prints including small medallions, stylized paisleys, stripes, ditsy florals and a chevron geometric. Free project sheets will include ideas and sewing patterns for throw quilts, pillows, placemats and apron/mitt ensembles.

*“I really appreciate Debra Valencia’s talent, vision and unique set of skills,”* said David Rothschild, Vice President of Sales, of MM Fab, Inc. *“This licensing arrangement will allow us to utilize her fashion-forward designs and add to our future product offerings, and Debra’s creativity and style will become an important part of the value we bring to our customers.”*

### **About Debra Valencia**

Debra Valencia, a visionary artist, designer and entrepreneur with a passion for world travel and artisan traditions has branded a modern style uniquely her own. The Debra Valencia™ brand surface designs are a creative blend of florals, paisleys, geometric and decorative elements combined with a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative. She is inspired by craftsman traditions from all over the world, including textile arts and architectural ornamentation. Like a talented chef whose fusion of unexpected ingredients turns an ordinary dish into an extravaganza, Debra mixes and matches elements to create rich and visual designs spiced with style and color.

*“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 12 manufacturers with over 800 products currently on the market or in production for 2012.

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 company features a variety of gift card packaging and convenient gift wrap and can be ordered at [www.vidavalencia.com](http://www.vidavalencia.com).

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 including *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 Art Center College of Design in Pasadena, lectured at major institutions and conferences nationwide. Valencia is member of the Greeting Card Association, Craft & Hobby Association, Art of Licensing Group and American Institute of Graphic Artists.

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