

Press Release from Debra Valencia™

FOR IMMEDIATE RELEASE:

**Debra Valencia™ Signs Seven New Licensing Deals  
and Debuts New Everyday Design Collections at Surtex 2011**

**Los Angeles, California** – March 16, 2011 Artist Debra Valencia™ will be exhibiting for the third consecutive year at the 25<sup>th</sup> Annual Surtex in booth 546, Javit's Convention Center New York, May 15-17, 2011. Valencia will debut new Everyday contemporary floral, paisley, brocade and geometric design collections. In addition she will display new products from seven new licensing deals including stationery, textiles, housewares, gifts and fashion accessories.

**New Licensing Contracts**

**Housewares International**

Debra Valencia is the first featured licensed artist for Housewares International's line of tableware, kitchen hard goods, decorative ceramics, glassware and wall art. Initial products include jumbo coffee mug and travel mug assortments, dessert sets, serving trays, kitchen storage, holiday themed nested bowls and a line of pet bowls.

**Plan Ahead**

Debra Valencia is the first featured licensed artist for Plan Ahead's line of school stationery products. Valencia's "Pretty in Paisley" collection in blue, turquoise, lime green and purple includes several coordinated patterns and borders for women of all ages. New products include Jumbo Journals, Spiral Notebooks, Composition Books and Folders. Based in Santa Monica, California, Plan Ahead is a premier manufacturer of fine home office and school products for students, professionals and casual stationery users.

**David Textiles**

Over 36 new fabrics for home sewing and décor are now available in Spring 2011. Designs include Osaka quilt collection featuring Asian-inspired florals in blue/green/grey which has been selected for Walmart's Quilt of the Month. Other new fabrics for 2011 include Boho Tie Dye collection and Siena Quatrefoils in an array of colors. David Textiles, based in Los Angeles since 1985, is a leading manufacturer of fleece prints, cottons and flannels.

**American Stationery**

The first Debra Valencia™ personalized stationery album will debut at the National Stationery Show 2011 in the American Stationery/The Chatsworth Collection booth. Social stationery and home office ensembles include over 1000 note cards, lined envelopes, event invitations, labels, stickers, memo pads, list pads and weekly calendars.

**Design Design**

Five new cards were launched this season for Design Design's eco-friendly greeting card line. Designs include Happy Birthday Text Message, Valentine's Day Text Message, Kyoto Black Multicolor Congratulations and Happy Birthday, and Mid-Century Whimsy Thank You.

**Joolz Hayworth**

Debra Valencia is the first featured licensed artist for Joolz Hayworth's boutique line of cameo bracelets.

**Charm 14**

Debra Valencia's designs are now available for the Charm 14 line of Tote Bag Sets, Insulated Lunch Totes, Purse Plus Cell Phone Bags, Mini-Bowlers, Travelers, Wristlets and ID Cases available in dozens of colors and prints

### **About Debra Valencia**

The Debra Valencia™ brand of surface designs are known for a creative blend of florals, brocades, paisleys, geometric and organic patterns mixed and matched in interesting 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 12 manufacturers with over 800 products currently on the market or in production for 2011. Debra Valencia™ will be exhibiting for the third time as a licensed artist at Surtex in New York, from May 15–17, 2011. Her booth number is 546, Level 3/Main Hall adjacent to the National Stationery Show. For more information, visit the website at [www.debravalencia.com](http://www.debravalencia.com).

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).

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. She founded the contemporary stationery company, Vida Valencia, in 2006. The company features gift card packaging and convenient gift wrap solutions with contemporary patterns in bold colors

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 of Licensing Group and American Institute of Graphic Artists.

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<http://debravalencia.com/client/PR>