

FOR IMMEDIATE RELEASE:

Debra Valencia™ Debuts Charming Line of Purses for Women on the Go

Los Angeles, California – October 8, 2009 Artist Debra Valencia™ will be making her debut with Charm14 at the Atlanta International Gift Show, January 6-13, 2010 in the Fox Premier Sales showroom (Bldg 2, #, 1417).

Valencia's designs for three cell phone purses initiate the beginning of a larger collection for Charm14's 2010 catalog. Designs themes include:

- Floral Swash features a whimsical floral pattern in shades of pink, chartreuse and brown on a white field
- Silhouette features a sophisticated leaf pattern in classic black and white
- Bric Brac features a bold stripe pattern that pairs bright colors, dots and gingham with a strong black accents

The Charm14 cell phone purse also known as the "PursePlus" is designed to hold a cell phone, identification, money, keys and a woman's essential items in place of carrying a large purse. Appealing to all female customers from age 8 though 80, the line currently includes over 1,000 different items sold in over 5,000 retailers in the U.S and Canada.

The functional fashion purse is made of 80% cotton/20% polyester that is both durable and washable. Each purse measures 3.25" wide x 4.25" high x 2.25" deep with a wristlet and long adjustable strap to wear around your waist or over your shoulder. The wholesale price is \$6.50 each packed 3 per design with a suggestion retail price of \$12.99 to \$14.99.

Charm14's owner, Nick Guerra, says, "Our product line has grown and sold exceptionally well with simple solid colors and motifs. We know that adding Debra Valencia's tasteful designs and trend insight to our products will bring our purses to the attention of an even larger audience of a fashion-conscious consumers."

About Debra Valencia

The Debra Valencia™ brand of surface designs are 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 style 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 2010. Debra Valencia™ will be exhibiting for the second time as a licensed artist at Surtex in New York, from May 16–18, 2010. Her booth number is 557, Level 3/Main Hall adjacent to the National Stationery Show. For more information, visit the website at 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.

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.

About Charm14 / USA Margins Inc.

Charm14 by USA Margins Inc. is a privately owned company based out of Stony Point, New York in business since 2005. Two friends brought their sales, promotional and life experience together to build a company which is customer driven. They seek out the needs of the consumer and design products to suit those needs for the retailers. They also understand that what the retailers expect from their vendors and strive to meet those expectations.

Charm14 is a leading brand of functional fashion purses, eco-fashion totes, sports team licensed accessories and cell phone charms at value prices for the woman on the go. Currently selling over 1,000 different items in the product line in over 5,000 retailers including boutiques, gift shops, airport shops, pharmacies, convenience stores and department stores.

Charm14 has over 140+ independent sales reps covering every state of the USA plus Canada. Rep groups include: Fox Premier Sales, CMA , Ivystone Group, Northbay Marketing, B.L. Rogers, R Unique Concepts, Lori Minden Assoc., and more. Charm14 will exhibit over 14 gift shows in January/February 2010 including Atlanta, Dallas, Los Angeles, Minneapolis, Las Vegas, Philadelphia, Boston, Chicago, Seattle, San Francisco, Denver and Orlando.

For order information or to request a catalog:
toll free 1-866-424-2761
email: sales@usamargins.com
website: www.charm14.com

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High Resolution Images Available Immediately Upon Request

