

Press Release from Debra Valencia™
dv@debravalencia.com
www.debravalencia.com

FOR IMMEDIATE RELEASE:

Debra Valencia™ Signs Nine New Licensing Deals in 2012

Malibu, California – December 3, 2012

Artist Debra Valencia™ is pleased to announce a bountiful year in 2012 boasting nine new licensing deals spanning stationery, textiles, housewares, gifts and fashion accessories. Her most popular art properties for this year include Boho Girl, Silk Road, Prima Flourish, Kyoto, Bloom and Annabelle.

Valencia will be exhibiting for the fifth consecutive year at the annual Surtex Show in booth 736, Javit's Convention Center New York, May 19-21, 2013, where she will debut new Everyday contemporary floral, paisley, brocade and geometric design collections.

Nine New Licensing Contracts

Decal Girl

Debra Valencia has licensed 10 designs to Decal Girl for tech device skins. A skin is a stylish full color decal used to protect and cover the outside of electronic devices including phones, tablets, laptops, cameras and gaming devices.

Solid Line

Debra Valencia has licensed 6 designs to Solid Line for hard covers for iPad and Kindle tablets. Using traditional bookbinding techniques, the Solid Line covers are beautifully made in San Francisco. The covers are available with personalized initials as ordered by the customer.

MYX

Debra Valencia has signed an exclusive licensing deal with MYX (Make Your Mark) to be the featured designer brand for photo albums, scrapbooks and desk accessories. Using the full portfolio of artwork, MYX will launch two distinct lines in 2013 for distribution to major retailers in the U.S, Canada and Europe.

South Sea Imports

Debra Valencia has signed an exclusive licensing deal with South Sea Imports for quilting fabrics for the home sewing market. The Silk Road, Garden Patch and Boho Girl collections shipped to stores in Fall 2012 comprising over 72 skus.

Charm 14

Debra Valencia has licensed a new collection of 7 designs for Spring 2013 to Charm 14 for their line of tote bag sets, insulated lunch totes, Purse Plus cell phone bags, travelers, wristlets and ID cases. Charm 14 products are available at over 5,000 retailers nationwide and on home shopping channel, QVC.

Galleria Accessories

Debra Valencia has licensed 3 designs to Galleria Accessories for umbrellas and coordinating microfiber line of cross body bags, cosmetic bags and tech device covers.

Housewares International

Debra Valencia has licensed 4 designs to Housewares International for matching ceramic picture frames and votive candle holders.

Gina B Designs

Debra Valencia has licensed the Bloom collection to Gina B Designs for a collection of stationery items including calendar, notecards, list pads, purse pads and birthday cards.

Plan Ahead

Debra Valencia is the first featured licensed artist for Plan Ahead's line of school stationery products. Valencia's "Kyoto" collection in hot pink, 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.

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 20 manufacturers with over 1,000 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.

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.

###

Additional High Resolution images available upon request