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## DEBRA VALENCIA™ APPOINTS LICENSING AGENT GINJA IN ISRAEL, A SOPHISTICATED EMERGING MARKET

Posted on 2/27/2013 by *Natasha Davis*

Malibu, California – February 27, 2013 Artist Debra Valencia™ is pleased to announce the recent appointment of the Ginja Agency to represent her brand in Israel. A substantial license was immediately secured with Palphot, the market leader in branded gifts, stationery and back-to-school products.

The first grouping of stationery items ready for Spring 2013 and is currently available in gift, stationery and books stores nationwide. The elegant notecard sets

featuring the Graceful Garden Collection are available in 8 designs and displayed in a matching custom counter display. An array of new products are planned including greeting cards, back-to-school supplies, journals, planners, calendars, gift wrap & gift bags, fashion bags, cosmetic cases, gifts, home office accessories, home décor and more.

**Ginja Licensing and Marketing** is a licensing agency based in Israel, representing a wide yet unique range of Lifestyle, Design and Art Brands from all over the world. Ginja is led by Iris Parizer, an expert in licensing and marketing for nearly 20 years experience in sales & marketing in media, including 12 years exclusively dedicated to licensing. Passionate about the LS&D potential in Israel, nearly a virgin market where the possibilities for fertile growth and success are without limits at this early development stage of market penetration. For more information, contact: <http://www.ginja.co.il/>

*"Debra's designs are appealing to the Israeli market with her sophistication, unique spirit and warm vintage style combined with modern, innovative looks and fresh colors — all the typical qualities of the Israeli society. This combination will lead Debra Valenciadesigns to be a successful licensing venture here" — Iris Parizer.*

**Palphot** has been at the forefront of design, creativity and innovation for almost 80 years. Palphot holds licenses for many important international brands and develops them to suit the local market. All these, produced in innovative and contemporary designs with exacting attention to detail and quality, have made Palphot a household name in Israel. Palphot's products include greeting cards, diaries and calendars, back to school products, gift items, souvenirs, guide books, Judaica and so much more. Many of these items are produced in our own state-of-the-art factory and all are distributed by our logistics center.

**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.

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.

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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