



FRESH IDEAS FOR RETAILING SUCCESS

About | Subscribe | Archives | Link Directory | Catalog Directory | Gift Show Directory | Reader Service | Must Haves | Videos | Advertise

Gift Retailer Profiles | Giftware Product Trends | Display Ideas | Gift Retail Strategies | Gift Shop Stories | GREENRetailer | News | Press Releases

« Previous Wellington's Boutique Store on Wheels

VHC Brands Marketing Team Wins Prestigious ADDY Awards

Next »

February 27th, 2013

Debra Valencia Appoints Licensing Agent Ginja in Israel, a Sophisticated Emerging Market

posted in: [Ginja Agency](#)

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

SEARCH

SUBSCRIBE to GSM FOLLOW GSM

Register for FREE email newsletters from GIFT SHOP

Receive the latest industry trends, news & products right in your inbox!

GO

Editorial Participation E-newsletter
 Special Offers Breaking News

News & Press Tags

AmericasMart
artisan business
development candles
candy shop cash mob
clothing boutique
consumer spending
Dallas Market Center
boutique gift show
gourmet green holiday
holiday sales
home decor home decor shop
home textiles International Market Centers
jewelry kids Las Vegas Market merchandise mart
Must Haves new store
NYIGF NY NOW retail awards retail sales sales economy shop local small business Small Business Saturday stationery toys



GIFT SHO...
8.9k likes

Be the first of your friends to like this

GIFT SHOP Magazine
added 61 new

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.

Similar Articles

- [Debra Valencia Lands Licensing Contract with Industry Leader Design Design](#)
- [Debra Valencia Lifestyle Brand to Debut New Collections for Home Décor, Apparel & Personal Accessories at Licensing Expo 2014](#)
- [Debra Valencia Prepares for Surtex 2013](#)
- [The Brand Liaison To Represent Debra Valencia and DeVa Designs, Inc. for National Licensing](#)
- [Debra Valencia Inks Contract with American Stationery](#)

Useful Links

Looking for more information on wholesalers and products? Check out our directory of useful links.

- [Anju Art Jewelry](#)
- [ShoreArt Gifts](#)
- [HeartStrings](#)
- [Dairyfood USA](#)
- [Pat Says Now](#)
- [A Cheerful Giver](#)
- [Think-A-Lot Toys](#)

[View the full directory](#)

GIFT SHOP GIFT SHOP Magazi...



See On [Pinterest](#)

HOW TO INCREASE PROFIT MARGINS:

- cut costs
- raise prices
- go to **ASDMARKETWEEK**

[Learn More](#)

Trending

[Gift Baskets Still a Multi-Billion Dollar Industry](#)

[New Creative Enterprises launches improved Web site](#)

[Marvel Entertainment Teams With Hallmark On Marvel's Guardians of the Galaxy](#)

[Introducing: Scout, a Fully Stocked Gift Emporium and Treasure Trove of Tchotchkes in Roncy](#)

[Little shop of 'this & that' open](#)

Catalog Showroom



[View all catalogs >](#)

ECO-FRIENDLY TAGS & CARDS



NEW!



ARCH CROWN
800-526-8353

Must Haves



[View all Must Haves >](#)

Upcoming Gift Shows

August 1-5, 2015
[Home & Giving Fair – Melbourne](#)
Melbourne, , Australia

August 2-5, 2015
[ASD Las Vegas](#)
Las Vegas, Nevada, US

August 2-6, 2015
[Las Vegas Market \(Summer\)](#)
Las Vegas, Nevada, US

August 7-9, 2015
[East Coast Gem, Mineral and Fossil Show](#)
West Springfield, Massachusetts, US

Aug. 7-11, 2015
[Minneapolis Gift, Home & Accessory Show](#)
Hopkins, Minnesota, USA

[View a sortable list of upcoming gift shows »](#)



800-662-5923
BlossomBucket.com

Useful Links Directory

This is a small sampling of the hundreds of links in our directory of useful links.

- [Crazy Mountain Imports](#)
- [Yardbirds/Junkyard Dogs](#)
- [Pat Says Now](#)
- [First & Main](#)
- [Share My Reality](#)
- [Boo Jee Beads](#)
- [The Gift Wrap Company](#)
- [Portland Gift & Access. Show](#)
- [Roman, Inc.](#)
- [Finders KeyPurse](#)

[View the full directory »](#)

Latest Press

August 5th, 2015...[NY NOW announces summer 2015 Eco Choice Awards winners](#)

August 5th, 2015...[Scenes from Las Vegas Market](#)

August 3rd, 2015...[Consumer spending slows down during June](#)

August 3rd, 2015...[Las Vegas Market underway; summer show features 2,200-plus resources](#)

July 29th, 2015...[International Home + Housewares Show exhibitors to be featured on 'The Big Pitch'](#)

GIFT RETAILER PROFILES

Branching Out Retailer Forum
Retailer Profile

GIFT SHOP MAG COVER STORIES

Cover Story

DISPLAY IDEAS FOR GIFT RETAIL

Before And After Display Inspirations
Publisher's Message Parting Shot

GIFT RETAIL STRATEGIES

Growth Strategies Industry Challenge
Management Marketing
Operations EStrategies

GIFT SHOP STORIES

Best Sellers In... Category Profile

GIFTWARE PRODUCT TRENDS

Feature Fab Finds
Trending Up Showcase
On Trend

GREEN RETAILER MAGAZINE

Retailer Profiles Fab Finds
GREEN Parting Shot Features
GREEN Operations GREEN Marketing

PRESS RELEASES

NEWS

hundreds of links in our
directory of useful links.

Folkmanis
Penny Laine Papers
Ten Bears
Barn Candle Company
Ambienti Home
Kangaroo/er/Marc Polish Assoc.
Kameleon Jewelry
Gray Duck Art
Bear Hands
Angelic Solutions

[View the full directory](#)

Services
75 Applewood Drive, Suite A
P.O. Box 128
Sparta, MI 49345
Ph: 616.887.9008
Fax: 616.887.2666

[About](#)
[Subscribe](#)
[Archives](#)
[Link Directory](#)
[Catalog Directory](#)
[Gift Show Directory](#)
[Reader Service](#)
[Must Haves](#)
[Videos](#)
[Advertise](#)