



FRESH IDEAS FOR RETAILING SUCCESS

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May 31st, 2013
The Brand Liaison To Represent Debra Valencia and DeVa Designs, Inc. for National Licensing

posted in: [DeVa Designs](#), [International Licensing Expo](#), [The Brand Liaison](#)

The Brand Liaison has been appointed as U.S. licensing agent for artist and designer Debra Valencia for her unique surface design brand. Debra Valencia will be featured at the Brand Liaison booth J-33 at the International Licensing Expo June 18-19-20 at the Mandalay Bay in Las Vegas.

Debra Valencia is a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, with a branded modern style uniquely her own. The Debra Valencia™ brand surface designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs in a distinctive sense of style. Her signature look is lively, vibrant, colorful and imaginative with a California feel.

The Brand Liaison will now assist in the development of full licensing programs including the development of relationships with retailers to carry a range of licensed products based on the Debra Valencia™ surface designs. Her contemporary but classic motifs have timeless style and universal appeal, opening up new markets in from higher end department and specialty stores to mass merchants and home shopping, and the ability to launch innovative new products for licensees.

“The Debra Valencia™ decorative patterns have endless applications in stationery, gift, craft, textile and home décor” stated The Brand Liaison founder Steven Heller. “She already has hundreds of licensed products in the market with over 2 dozen manufacturers and we are now licensing her designs in new categories to expand the scope of the brand.”

Any inquiries can be made to
Steven Heller
Steven@thebrandliaison.com
Tel: (855) 843-5424
Cell: (561) 302-7838

About Debra Valencia

Debra Valencia, a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a modern style uniquely her own. The Debra Valencia™ brand surface designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs in a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative. She is inspired by craftsman of cultures from all over the world, including textile arts and architectural ornamentation, as well as pop art, fashion and everything vintage. Like a talented chef whose fusion of unexpected ingredients turns an ordinary dish into an extravaganza, Debra mixes and matches elements to create rich designs spiced with style and color.

Debra has extensive expertise in branding, product and packaging design as well as in all aspects of printing paper goods and manufacturing of textiles and ceramics. This knowledge combined with her understanding of consumer trends makes her a key resource in providing strategic direction for product line development to manufacturers. Her award-winning designs in branding, packaging and products for globally recognized companies, including Esprit Bed & Bath, Hasbro, Playskool, Milton Bradley, Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory and MGM Grand Hotels, to name a few, are recognizable worldwide.

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Debra is founder of the group, Art Licensing LA, a collaborative agency of Los Angeles-based licensed fine artists, illustrators and surface designers. Debra will continue to lead the group as mentor and exhibit at Surtex. Debra also teaches seminars and college courses on the business of art licensing and surface design.

About The Brand Liaison:

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension programs. Our goal is to commercialize opportunities that will extend our clients' intellectual property into multiple product categories. We work closely with our clients to ensure that our brand extension activities compliment the strategic goals and objectives of each brand that we represent.

Websites:

<http://www.DebraValencia.com>

<http://www.facebook.com/debravalenciadesign>

<http://thebrandliaison.com>

Additional High Rez Images available upon request

Similar Articles

- [Debra Valencia Lifestyle Brand to Debut New Collections for Home Décor, Apparel & Personal Accessories at Licensing Expo 2014](#)
- [Landy International Launch "Debra Valencia™ for Aromanice" Brand Bath, Spa and Beauty Products](#)
- [Landy International Expands Debra Valencia Product Offerings to Home Décor & Personal Accessories](#)
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- [Debra Valencia Appoints Licensing Agent Ginja in Israel, a Sophisticated Emerging Market](#)

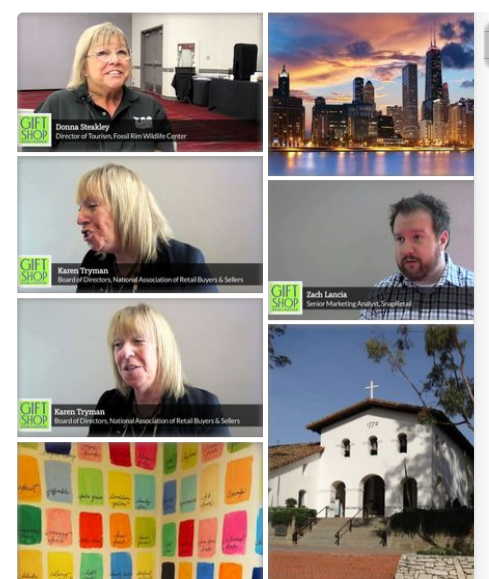
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Looking for more information on wholesalers and products? Check out our directory of useful links.

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Trending

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

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

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TAGS & LABELS

Hand Crafted

ARCH CROWN
800-526-8353

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 »](#)

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

- [Leeman Designs](#)
- [Tatutina](#)
- [Tailgate Zone](#)

- [Dr D's for Dogs](#)
- [Umbra Essence Candles](#)
- [Wink Soap](#)
- [Kurt S. Adler](#)
- [Laura Kelly Designs & Licensing](#)
- [Offhand Designs](#)
- [Direct Fragrances](#)

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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'](#)

July 29th, 2015...[Dallas Market Center announces ARTS Awards nominating committee](#)

July 28th, 2015...[LIMA breaks down \\$241.5 billion licensing industry](#)

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