

## Brand Liaison Brokers Bath Deal

Sep 11, 2013

Artist Debra Valencia has teamed up with Landy International for a new collection of branded bath and beauty products and bathroom accessories, in a global deal brokered by The Brand Liaison.

“We were familiar with Debra Valencia’s stationery products in the marketplace with her distinctive use of color and feminine designs,” says Roger Ding, president, Landy International. “We see the potential to build a fresh designer brand in the bath, spa and beauty category for Aromanice. Debra’s expertise as both product/packaging designer and surface textile artist provide the perfect talents for a lifestyle brand.”

Landy will develop an expansive collection that will include soaps, body scrubs, lotions, gift sets, cosmetics, cosmetic bags, decorative towels, robes and bathroom décor under the Debra Valencia for Aromanice brand.

The line will be previewed in October and will arrive in the U.S. and worldwide in spring 2014.

“I am so excited to be working with Landy on such a broad range of products,” says Valencia. “I’ve seen the finished products that Landy has manufactured for other brands and their quality is outstanding. We are now creating a unique collection of products to offer retailers worldwide.”



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