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Landy International, Debra Valencia join forces for new bath program

Retail Editor 5 -- Home Textiles Today, September 11, 2013

Malibu, Calif. - Home textiles manufacturer Landy International has aligned with artist Debra Valencia for a new collection of bath, spa and beauty products as well as bathroom accessories under the "Debra Valencia for Aromanice" brand.

Landy is developing an expansive collection that includes decorative towels, robes, and bathroom accessories as well as soaps, body scrubs, lotions and a variety of skin care products in fancy gift sets, and cosmetics such as lip gloss and nail polish, cosmetic bags and cases - all featuring Valencia's signature floral, paisley, geometric and California-inspired designs.

"I am so excited to be working with Landy on such a broad range of products," said Valencia. "We are currently creating a unique collection of products to offer retailers worldwide."

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

The collection's first samples will be previewed at the Canton Fair in October and available in the U.S. and worldwide beginning spring 2014.

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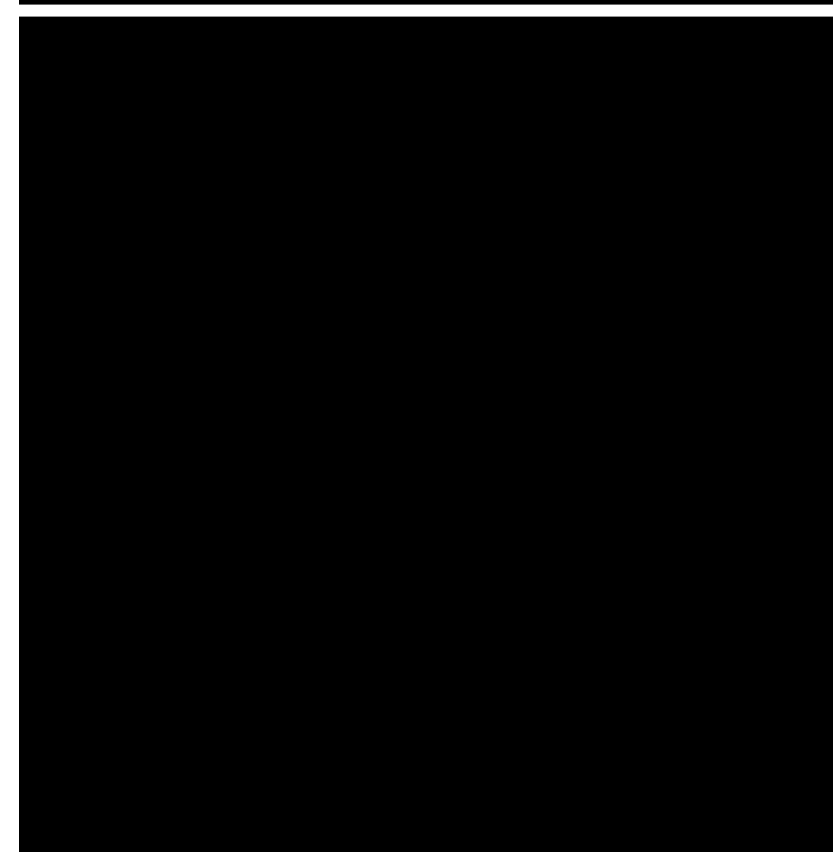
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