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October 10th, 2013

Landy International Expands Debra Valencia Product Offerings to Home Décor & Personal Accessories

posted in: [Landy International](#), [The Brand Liaison](#)

Lifestyle designer Debra Valencia and Landy International are proud announce expansion of their line of Debra Valencia™ brand products to include home décor collections as well as women's personal accessories featuring the unique surface designs, color and artistry of Debra Valencia.

Building upon the initial market success of their worldwide license for cosmetics, bath/body products and bathroom accessories, Landy International has now been granted the worldwide rights to manufacture and distribute pillows, rugs and decorative accents, home storage, as well as tabletop, kitchen textiles and personal accessories such as scarves, umbrellas, fabric tech cases, wallets and totebags. The Brand Liaison, the U.S. licensing agent for Debra Valencia, completed the deal on her behalf and is currently working with other major manufacturers on additional license agreements and unique collaborations.

"Landy is a visionary licensing partner. After spending significant time in their facilities in Xiamen in August working with their designers, sales and manufacturing team, it was clear that they would be the natural choice for these additional product categories." explained Debra Valencia.

"The incredible initial response to Debra Valencia's bath/beauty products dictated that we expand our product offerings. Our buyers and retailer contacts were asking for more product." stated Ken Posner, U.S. Director of Sales for Landy International. "By partnering with someone as talented as Debra Valencia in connection with the launch of our new home division, we are now able to offer retailers worldwide incredible collections of home décor and accessory items in fantastic patterns and colors, to supplement our existing range of bath and body products."

The new products will be debut in Landy's exclusive Debra Valencia booths at three Asia tradeshows over the next few weeks: Canton Fair, Mega Show and Cosmoprof. Buyers are invited to see the Debra Valenciacollections at Mega Show Part 1: Oct 20-23, 2013, Booth # 3B-D25/D27, Autumn Canton Fair: Oct 23-27, Booth #1, 14.3F 37/38, Booth #2, 15.3B 03/04, and Cosmoprof Asia HK, Nov 13-15, Booth # 1E-H7C.

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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

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in a distinctive sense of style. Her signature look is artistic, lively, vibrant, colorful, vivid and imaginative with a California feel. 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. For more information, visit the website:

<http://www.debravalencia.com>

About Landy International

Landy International is a leading health and beauty manufacturer in China supplying customers in more than 60 countries worldwide. They have expanded their product offerings beyond HBC through investments in other factories to include home décor, tabletop, kitchen and bathroom accessories lines. In collaborating with designer Debra Valencia, they have created stunning lifestyle product ranges that are being received enthusiastically by existing and new retail customers.

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>

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

<http://thebrandliaison.com>

Similar Articles

- [Landy International Launch "Debra Valencia™ for Aromanice" Brand Bath, Spa and Beauty Products](#)
- [Debra Valencia Lifestyle Brand to Debut New Collections for Home Décor, Apparel & Personal Accessories at Licensing Expo 2014](#)
- [The Brand Liaison To Represent Debra Valencia and DeVa Designs, Inc. for National Licensing](#)
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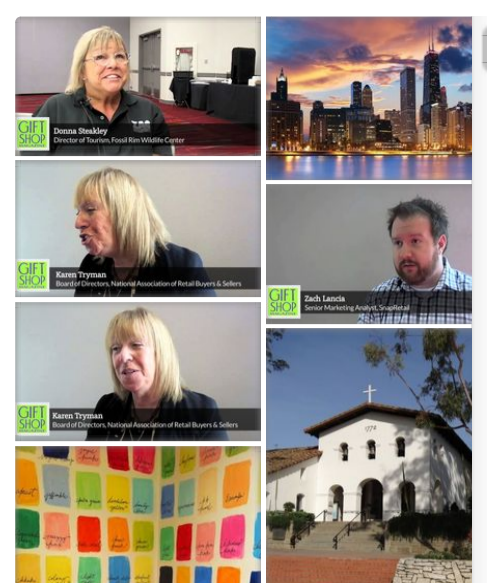
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[Home & Giving Fair - Melbourne](#)
Melbourne, , Australia

[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

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- [Sunflower Hill](#)
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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

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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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