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Landy International expand Debra Valencia into new categories

Retail Editor 2 -- Home Textiles Today, October 11, 2013

Malibu, Calif. - Landy International, the Hong Kong-based exporter and manufacturer of home furnishings, and lifestyle designer Debra Valencia are expanding their collaboration into pillows, rugs and kitchen textiles as well as decorative accents, home storage, tabletop, and personal accessories such as scarves, umbrellas, fabric tech cases, wallets and totebags.

The initial worldwide license covered cosmetics, bath/body products and bathroom accessories.

"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," said Valencia.

Ken Posner, Landy's U.S. director of sales, said customers have requested more product categories. "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," he added.

The new products will debut in Landy's Debra Valencia booths at three Asia tradeshows over the next few weeks: Mega Show (Oct. 20-23), Canton Fair (Oct. 23-27), and Cosmoprof (Nov. 13-15).

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