Deal is expanded

Debra and Landy bring out more products

LIFESTYLE designer Debra Valencia and Landy International have expanded their line of products to include home décor and personal accessories featuring her unique and colourful surface designs.

Building on the initial marketing success of their worldwide licence for cosmetics, bath and body products and bathroom accessories, Landy now have 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 US licensing agent for Debra Valencia, completed the deal on her behalf and is currently working with other major manufacturers on additional licence agreements and unique collaborations.

it was clear that they would be the natural choice for these additional product categories."

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

www.debravalencia.com

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