

## Debra Valencia Continues Bath Partnership

Jan 06, 2015

Designer Debra Valencia and Landy International have renewed their license for Debra Valencia bath and body products.

The Brand Liaison, the exclusive licensing agent for Debra Valencia, brokered the deal.

Building upon the initial line of bath and beauty products, including a collaboration with Debra Valencia for Aromance, the 3-year extension will include soaps, shampoos, body wash, shower sets, bubble bath and bath and body spa kits.

"Landy is such a great licensing partner allowing me to push the creative boundaries in the bath and body category," says Valencia. "This is not just a namesake licensing deal. I personally design surface patterns for the packaging and select the color schemes, fragrances, bottle shapes, cosmetic bags, accessories and containers. After such a successful initial term, we are proud to continue this relationship."



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DEBRA VALENCIA, LANDY INTERNATIONAL, THE BRAND LIAISON

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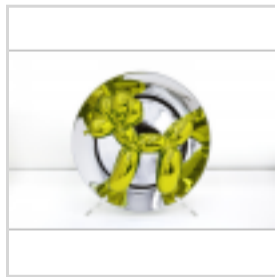
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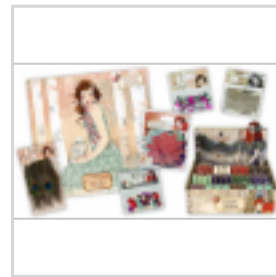
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