

All Art Licensing Blog

...making the business of marketing and licensing for creators understandable, achievable and affordable.

Video Interview with Designer Brand – Debra Valencia™ and Beginner's Art Licensing Essentials Mini-Conference THIS WEEK!

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(<https://blogjnet.files.wordpress.com/2015/03/debravalencialogo.jpg>)

This week was busier than ever with classes coming up and our seven-hour Art Licensing Essentials Mini-Conference for beginners starting this week ([click here](#) or [see below](#))

(<http://www.allartlicensing.com/schedule.html>). But I jumped at the chance to interview Debra Valencia for you...okay for me too! I enjoyed it so much and I know that you will find this wonderful video interview quite informative. We will be doing many more video interviews in the coming months, so watch for them.

(<https://blogjnet.files.wordpress.com/2015/03/mianotecards.jpg>)

Debra has made a lot of progress in the art licensing arena in only six years of licensing, and in only two of those years did she have an agent. Before she found an agent she realized that getting some deals on her own would help her get a better agent, so she did (OH AROUND!) 32

deals between 2008 and 2013. Debra is also no stranger to helping fellow-artists new to licensing, as she mentors several in her geographic area of Los Angeles.



(<https://blogjnet.files.wordpress.com/2015/03/dvbathbody.jpg>) I'm so excited to share this interview because it shows that you didn't have to start 20 years ago in art licensing to become a successful branded artist. I think Debra Valencia is a perfect example for all artists, designers and creators who envision themselves as a brand. The Debra Valencia™ Brand features fashion-forward patterns that have endless applications in stationery, gift, craft and home décor. She is working with manufacturers in paper products, social expression, textiles, home fashions, tabletop, gift, craft and hobby, children's merchandise and jewelry. Debra's artwork is currently licensed for over a 1,000 products in stationery, home office, gift and textiles. I'm showing a few lovely products here, but of course, there are many more examples on her web site (<http://www.debravalencia.com/products.html>).

Let me also share some exciting NEW news from the Valencia camp: her sister, Cheyanne, and Debra have collaborated to create a sewing book of 12 quick and easy boutique handbags, titled 'Sewing Pretty Bags.' She said the concept came out of their sewing handbags and other designer prototypes with her fabulous fabrics, as a way to showcase them. Debra even wrote her own proposal and pitched it at Book Expo, landing a quick deal with Fox Chapel Publishing. The book is scheduled to be in bookstores on May 1st, so look for it.

Okay...that's all I'll reveal for now...please make yourself a truly delicious cup of tea in a gorgeous mug or tea-cup and sit back and watch the interview. It will be worth every drop! (We apologize in



(<https://blogjnet.files.wordpress.com/2015/03/sewingprettybagscover>

'Sewing Pretty Bags'

By Debra Valencia & Cheyanne Valencia

132 pages

Sewing sisters Debra and Cheyanne present 12 quick and easy projects sewing boutique handbags, shopping totes, pouches and more. With step-by-step instructions and fresh, modern designs, they show how to make beautiful unique bags for both fashion and functional uses. Featuring quilt fabric collections by Debra Valencia.

advance for the slight audio feedback that occasionally arises during the interview.)