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May 5th, 2014
Debra Valencia Lifestyle Brand to Debut New Collections for Home Décor, Apparel & Personal Accessories at Licensing Expo 2014

posted in: [The Brand Liaison](#)

Lifestyle designer Debra Valencia and The Brand Liaison are proud announce expansion of the Debra Valencia™ lifestyle brand products to include home décor collections as well as women's apparel and personal accessories featuring the unique surface designs, color and artistry of Debra Valencia.

Building upon the initial market success of licenses for stationery, fabric, cosmetics, bath/body products and select home accents and personal accessories, The Brand Liaison, the U.S. licensing agent for Debra Valencia, is currently working with major manufacturers and direct retailers on additional license agreements and unique collaborations.

"The Debra Valencia™ decorative patterns have endless applications in stationery, gift, craft, textile and home décor", stated The Brand Liaison founder Steven Heller. "She already has hundreds of licensed products in the market with over 2 dozen manufacturers and we are now licensing her designs in new categories to expand the scope of the brand."

The unmistakable style of Debra Valencia, the artist, has garnered her namesake brand a sizable niche in the lifestyle marketplace. This provides added value to licensing partners through name recognition, reputation and the brand's history. Debra Valencia is an artist and a businesswoman. She does not simply lend a name to a product line. She remains intimately involved with her licensing partners to bring a quality product to the lifestyle market place. What makes the brand successful is that Debra is savvy about understanding women's lifestyles.

As an independent fashion forward woman herself, she is able to put that knowledge to work to create a world of artistic beauty. Her designs inspire women to be chic and stylish, turning everyday life into a lifestyle, whether it is expressing a personal fashion statement, decorating their home or entertaining friends. Debra is constantly seeking new ideas and inspirations. Her colorful designs and motifs have with endless licensing possibilities. Non-traditional?

Debra is authoring two sewing books for the DIY craft and consumer. The books will be published by Fox Chapel Publishing and are due to be released in 2015. Featuring her colorful fabrics, each project is designed to combine three or more fabrics for a fashion statement with clear, step-by-step instructions and pattern diagrams.

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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 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 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>

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