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## Debra Valencia Sews Up Bedding Deal

Apr 04, 2017 | By License Global

*The Brand Liaison continues to grow the artist's portfolio with new products.*

Lifestyle brand and designer Debra Valencia and Duke Imports have joined forces once again to debut a new range of bedding and home textiles inspired by her brand.

The Brand Liaison, Valencia's exclusive licensing agent, brokered the deal.

The new collection will feature 20 new designs for bedding ensembles as well as bed sheets, accent pillows, duvets, blankets and window curtains.






"Contemporary designs by Debra Valencia are selling very well for us, adding diversity to our existing line," says Simardeep Sethi, vice president, business relations, Duke Imports. "The new 'on trend' looks have put us in the lead over our competitors in less than a year, and buyers are responding with excitement to Debra's tasteful designs and colors."

The new bedding line debuted at AmericasMart Atlanta Show and High Point Market in North Carolina.



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