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Debra Valencia Secures New Partners

Dec 14, 2016 | By License Global

Certified International, CrownJewlz, Duke Imports and Wellspring will debut new products for the art and design brand this January.

Lifestyle brand and designer Debra Valencia has tapped four new licensees to create a raft of branded merchandise inspired by her brand.

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

New partners include Duke Imports for bedding and window curtains; Certified International for dinnerware; CrownJewlz for back-to-school, gifts and stationery; and Wellspring for publishing and calendars. The new products will feature the brand's signature artwork and highlight the continuing expansion of its licensing program.

"As we continue to expand the Debra Valencia brand through licensing, it is great to see all of these leading partners showcasing their new Debra Valencia products all at the same trade show. Stationery, books, calendars, gifts and home goods including quilts and tableware—all created by Debra Valencia and all in one place," says Steven Heller, president, The Brand Liaison. "Debra has created some incredible new collections and they look great on all these products."

The new Debra Valencia products will debut this January at the Atlanta Gift Show, Jan 10-17.



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