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The Brand Liaison taking Debra Valencia™ Back to School

November 21, 2016



Leading Designer Signs Social Stationery and School Supply License with CrownJewlz

Los Angeles, California; November 21, 2016: Debra Valencia and CrownJewlz are proud to announce that they have entered into a license agreement for Debra Valencia brand and artwork on a variety of social stationery and school supply products including notebooks, binders, folders, note pads, journals, stationery and more. CrownJewlz is also offering coloring stationery and special collections of gifts and desk accessories. The deal was created by The Brand Liaison, the exclusive licensing agent for designer Debra Valencia.

“As soon as we saw the bold prints and bright colors, we knew we wanted to pursue this license” explained Karen Myers, president of CrownJewlz. “Her look is unmistakable and is being very well received on our products.”

Initial stationery products will hit stores in Spring 2017 with full Back-To-School collections and gift collections to launch in Summer and Fall. CrownJewlz will be showing the full Debra Valencia collections at ASD Show in March and New York Stationery Show in May.

The Debra Valencia brand is enjoying tremendous success based on the increased popularity of adult crafts and coloring books due to her extensive crafting experience and art created specifically for adult coloring. In 2015, Fox Chapel Publishing released Debra Valencia’s crafting book entitled “Sewing Pretty Bags” featuring a dozen DIY accessory projects and fabrics. Then in 2016, followed with the release of 4 titles of Debra Valencia coloring books for adults, which were featured as an endcap program at Michaels and national TV advertising for Michaels. Debra Valencia also has desk pad calendars and planners from Plan Ahead currently for sale at Walmart, among other retailers. Also this year, Norcard released Debra Valencia coloring calendar kits in a custom tin with colored pencils at Costco and Calendar Club stores both in the US and internationally.

About Debra Valencia:

Debra Valencia, a visionary artist, surface and product designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California look uniquely her own. Her colorful chic products are found in the licensed lifestyle market, appealing to women who love style, fashion and femininity. Expansion of the Debra Valencia™ lifestyle brand products includes home décor collections as well as women’s apparel and fashion accessories.

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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