

PRESS RELEASE

# New Contemporary Designs Boost Sales for Licensee Duke Imports

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**Los Angeles, CA** — Debra Valencia and her licensing partner Duke Imports are proud to announce the release of two new bedding ensembles and quilts, plus the expansion of new products. Based on the success to date, Duke Imports plans to continue to introduce new bedding collections twice annually and add additional home décor items featuring Valencia's designs. The deal was created by The Brand Liaison, the exclusive licensing agent for designer [Debra Valencia](#).



Since the launch of the Debra Valencia collections in 2015, new releases have exceeded over 50 ensembles to date. The new additions for 2020 include:

- "Angelina", a bright and bold floral design overlaying a black/white cheetah print
- "Farrah", an elegant soothing medallion design inspired by vintage suzani quilts

All designs are sold as three piece sets including reversible quilts with matching pillow shams in both king and queen sizes. They are available at many independent retailers nationwide as well as major online e-tailers including Amazon and Zulily. Duke Imports is now expanding the Debra Valencia collection adding new home textile items such as window curtains, shower curtains and fleece blankets featuring Valencia's designs.

"Contemporary designs by Debra Valencia are selling very well for us, adding diversity to our existing line. 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," stated Simardeep Sethi, VP of Business Relations, Duke Imports, Inc.

Duke Imports, Inc. is a leader in high-end quilts, bedding sets and home textiles for the independent retail and e-tailer channels at affordable costs. Founded in 2003 and based in Angola, Indiana, the company launched an initial line featuring Debra Valencia's design collections in 2015 of just eight quilt sets with matching pillow shams. New products are debuted each season at AmericasMart Atlanta Show in January and July.

### 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.

The unmistakable bold and colorful style of Debra Valencia, the artist, has garnered her namesake brand a sizable niche in the lifestyle marketplace. 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. This provides added value to licensing partners through name recognition, reputation and the brand's history. Debra Valencia is a hands-on 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 marketplace. Debra is savvy about understanding women's lifestyles as well as her expansive knowledge of product design and manufacturing processes.

### 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.