Debra Valencia Creates Shibori Bedding for Spectrum Home

JANUARY 25, 2021

Designer Debra Valencia has created an all new collection of Shibori style bedding for Spectrum Home Textiles in a deal brokered by The Brand Liaison, Valencia's exclusive licensing agent.

Valencia has spent years mastering the ancient Japanese hand dyed textile tradition of Shibori, studying under the guidance of a master instructor in Japan, and has personally created dozens of handmade textiles incorporating a variety of techniques, including handcut stencils, sewing, folding, binding and clamping. Each of her textile works is a one of a kind original, and select prints from Valencia's Shibori Collection can be found on stationery, bedding and other home goods.

The entire collection is now available for licensing across all product categories. Typically used only for textiles in the past, the Shibori collections are now a hot trend as surface art for dinnerware, home accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, bath/beauty products and more.

All collections are sold as nine piece sets in classic indigo blue indicative of authentic Shibori. The ensembles include reversible comforters in both king and queen sizes with matching pillow shams, bed skirt, two Euro shams, two square accent pillows and one breakfast pillow. All pieces are made of an ultra soft 120gsm brushed microfiber which is super soft and as light as a feather. The bedding ensembles are available at many independent retailers nationwide as well as major retailers including Bed Bath & Beyond and Wayfair. Suggested retail prices range from $239.99 to $259.99. In 2021/22, Spectrum Home says it will expand the Debra Valencia collections with new bedding ensembles as well as decorative accent pillows.
Spectrum Home Textiles is part of a multinational textile group, with more than three decades of home textile experience. They have manufactured and supplied for top retail chains and leading brands in the United States and abroad, and are known for extremely high quality comparable only to products found in exclusive fine European design houses. The company says Valencia's unique designs were an ideal fit for their own brand.

"We are thrilled to introduce the Debra Valencia Home Shibori Collection in four different eye-catching designs that are appealing to our customers across the board," stated Arshad Mohammed, President of Spectrum Home Textiles.

Valencia is an artist, surface and product designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, who has branded a California look uniquely her own. Her colorful chic products are found in the licensed lifestyle market, and recent expansion Debra Valencia lifestyle brand products includes home décor collections as well as women's apparel and fashion accessories.
.

For licensing inquiries:
Steven Heller, The Brand Liaison
Tel: (855) 843-5424
Cell: 561) 302-7838
Steven@thebrandliaison.com
www.thebrandliaison.com

Recent Posts
Tech Licensing: Skullcandy Pumps The Volume With Beanstalk Appointment
Omicron Takes Fun Out of Licensing As Spielwarenmesse Toy Fair Cancelled
Art Licensing: ARTiSTORY Launches Innovative Program With Living Artists
TV Licensing: Viacom CBS Expands in Indonesia Through Deal With TLG
Art Licensing: The Point.1888 Signs On Three Famous Artists

Resources
- TLL Charts
- TLL's Guide to Property Types
- TLL's Guide to Product Categories
- Previous Deal Sheets
- Calendar

Useful Links
- See a complete list of topics
- Download the current issue
- Visit the archive of back issues
- Renew your membership
- Give feedback about the licensing letter