



Brand Book 2022



A Fresh California Lifestyle Brand

Chic & Stylish

Debra Valencia, a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California style uniquely her own. Her colorful chic designs are found in the licensed lifestyle market, appealing to women who love style, fashion and femininity. The Debra Valencia™ designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs in an artistic imaginative way. Her artful creations are inspired by craftsman of cultures from all over the world, including textile arts and architectural ornamentation, as well as pop art, fashion and everything vintage. Like a talented chef whose fusion of unexpected ingredients turns an ordinary dish into an extravaganza, Debra mixes and matches elements to create signature designs that bring color, style and beauty to everyday life. Debra has licensed with over 50 manufacturers in gift, stationery, textiles, home décor, fashion accessories, bath/body, and cosmetics. She is passionate about building her successful brand by expanding it further into the lifestyle market.

DeVa Design, Inc. Founded

In 2001, Debra founded her own graphic design marketing firm, DeVa Design, Inc. With her keen sense of business, she used her expertise to create award-winning branding, packaging and product design for globally recognized companies including Esprit Bed & Bath, Hasbro, Playskool, Milton Bradley, Disney, Hard Rock Cafés & Hotels and MGM Grand Hotels. In 2006, she expanded her business by launching her own greeting card line, Vida Valencia, featuring a unique pop-up gift card holder gracing magazine covers and earning an award in 2007 for most innovative product at the National Stationery Show. The full line is currently distributed by Jillson & Roberts and sold by their 400 sales representatives. By 2007, her vision expanded further by launching her namesake brand, *Debra Valencia*, licensing her surface design collections and product inventions. Today, *Debra Valencia* is a full lifestyle brand.



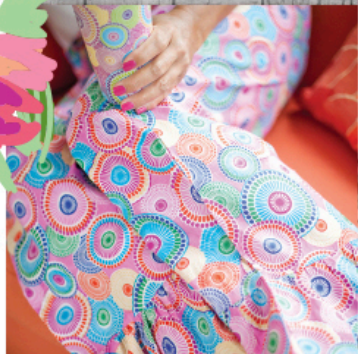
Infusing your world
with style & color for
stationery, textiles,
home décor, apparel,
fashion accessories, gift
& craft.

Since 2007, the Debra Valencia™ brand has licensed with over 50 manufacturers across every category:

- gift
- stationery
- home furnishings
- tabletop
- fashion accessories
- apparel
- cosmetics
- fabric
- craft
- publishing



The brand takes a fresh approach to creatively blending contemporary florals, paisleys, geometric and decorative motifs in an artistic imaginative way. Debra Valencia, a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California style uniquely her own. Her colorful chic designs are found in the licensed lifestyle market, appealing to women who love bold style and fashion.



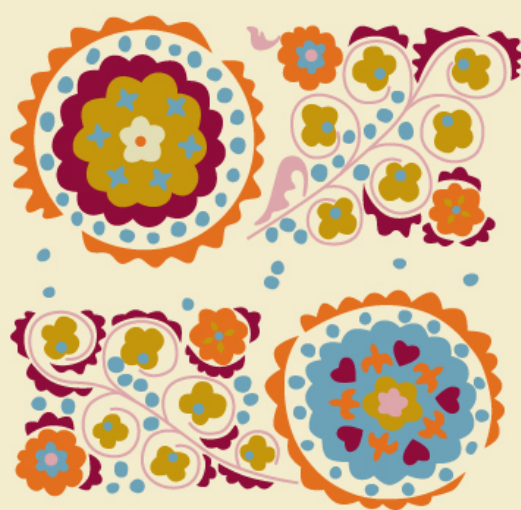


Bright & Happy

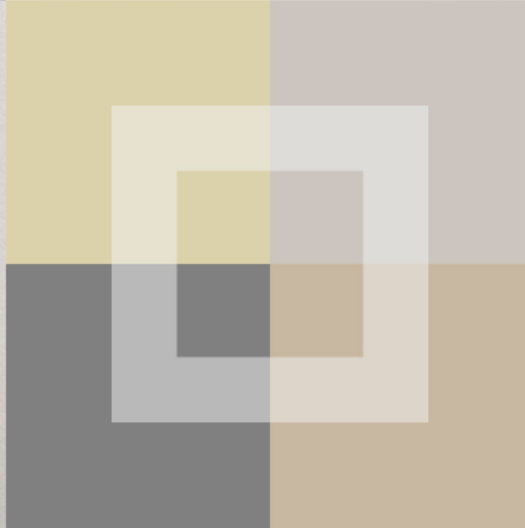
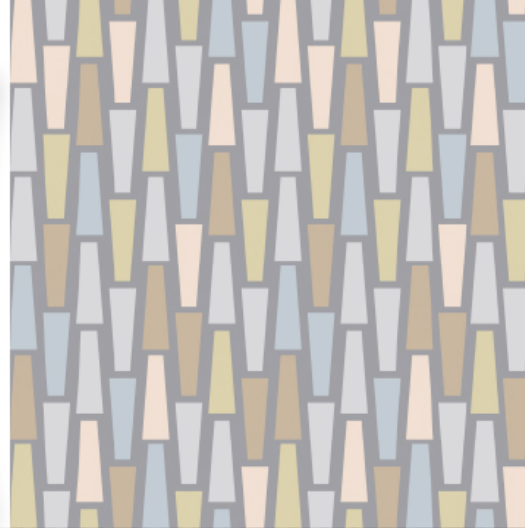
Your Greatest
Power
is Believing in Yourself

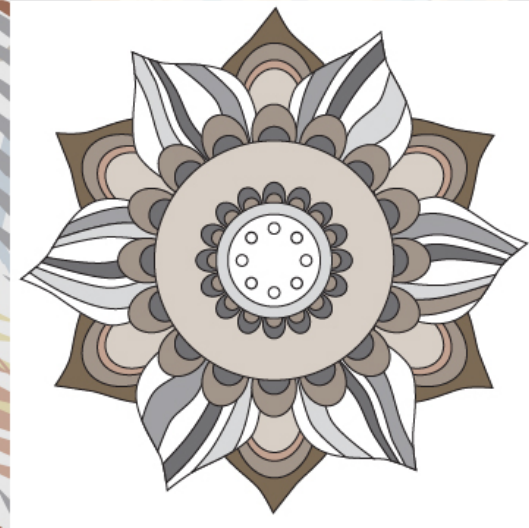
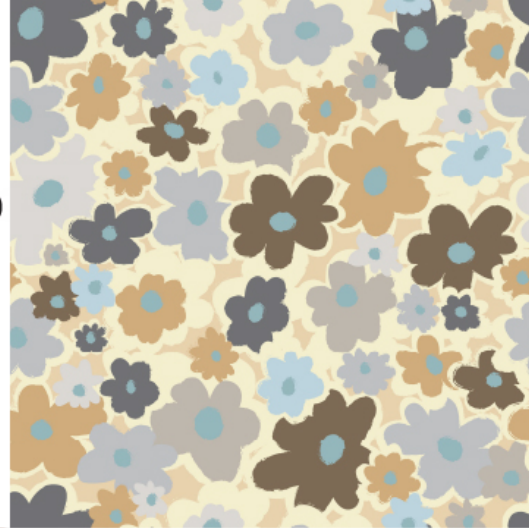


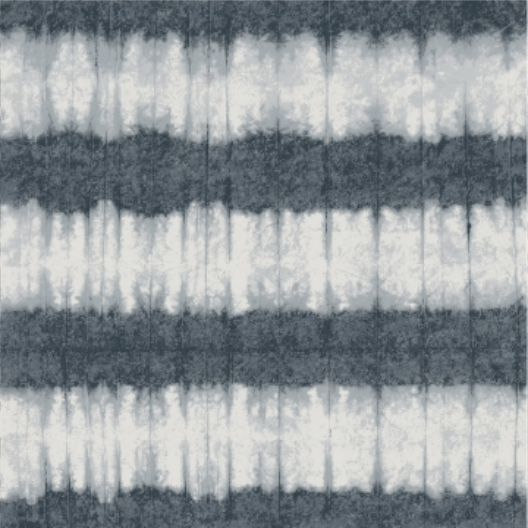
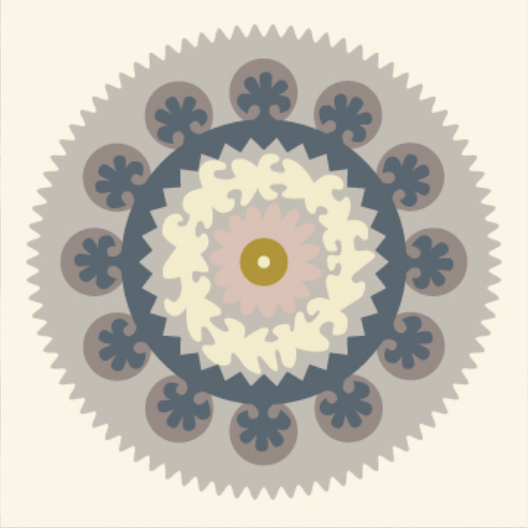
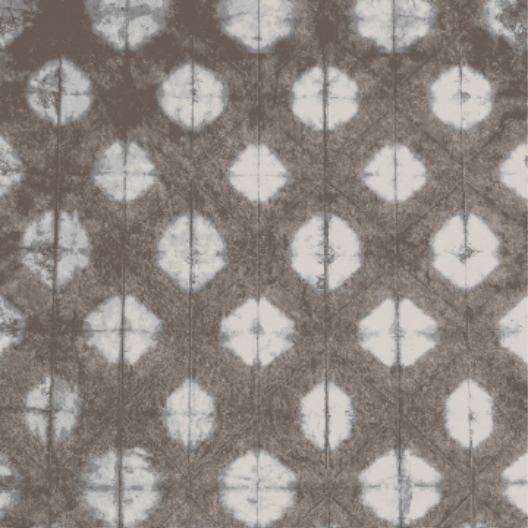


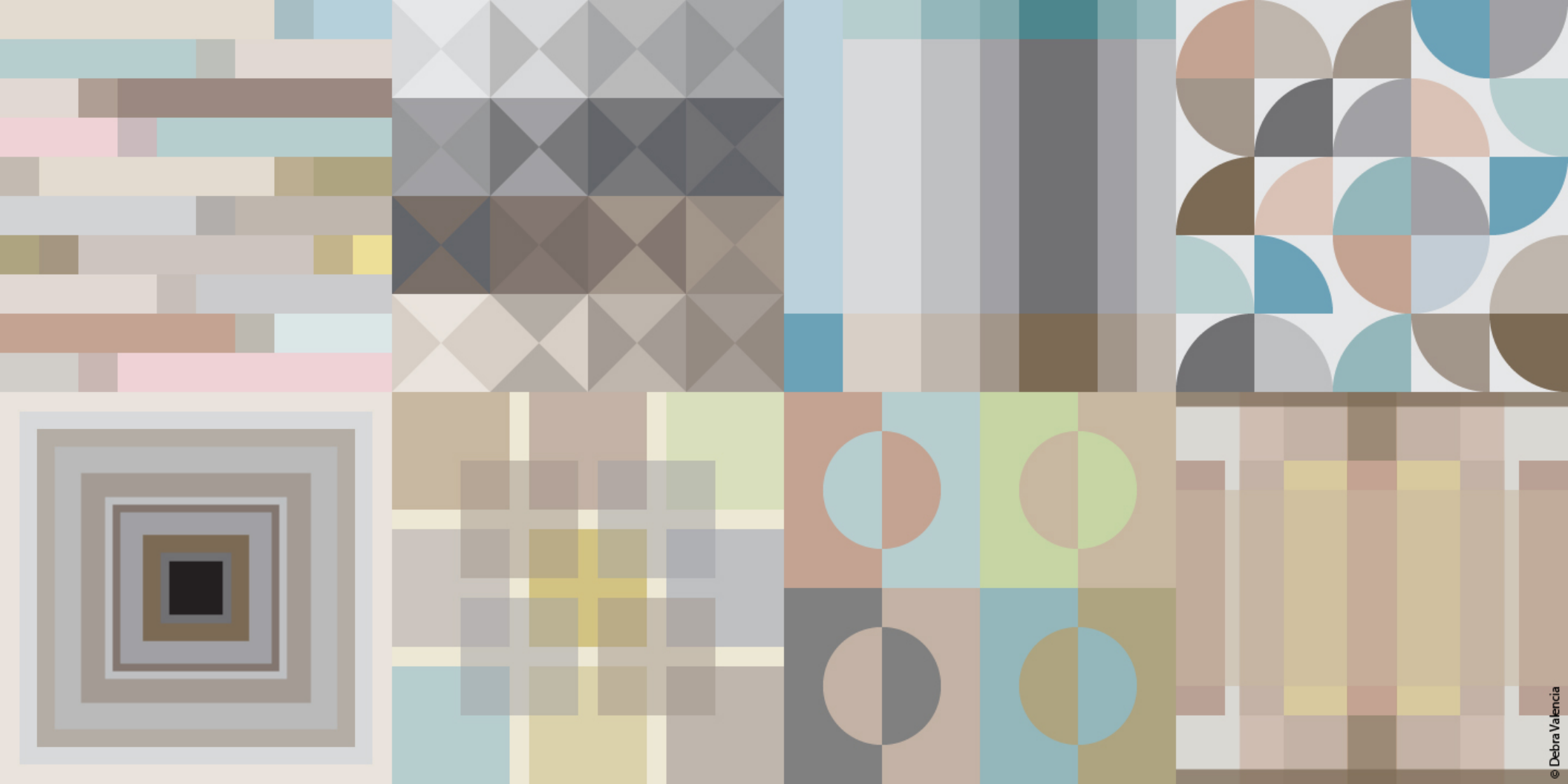




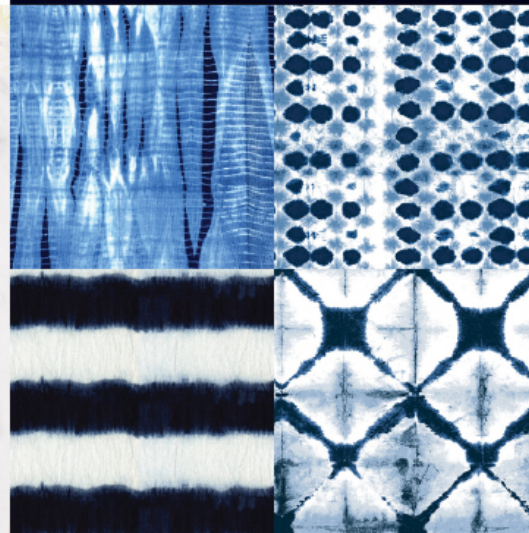
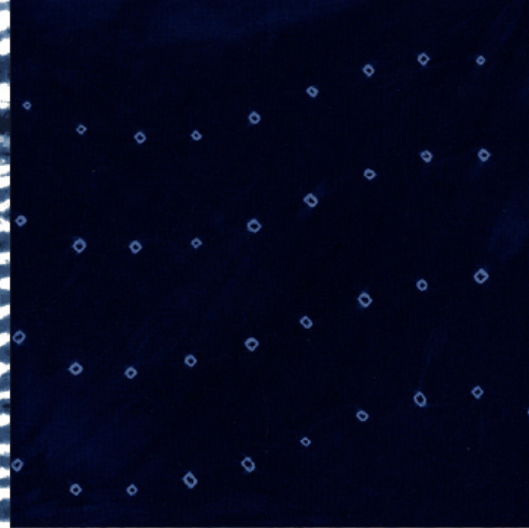
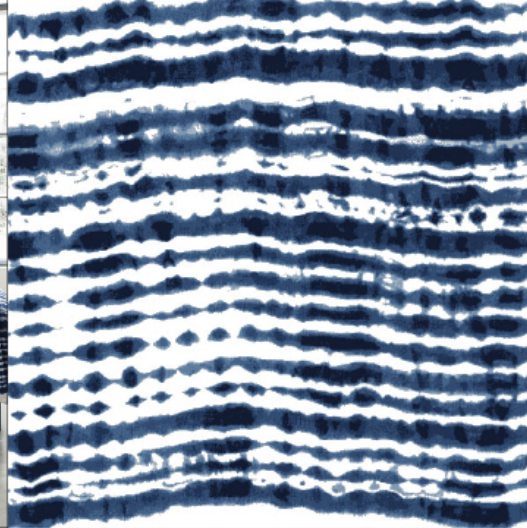




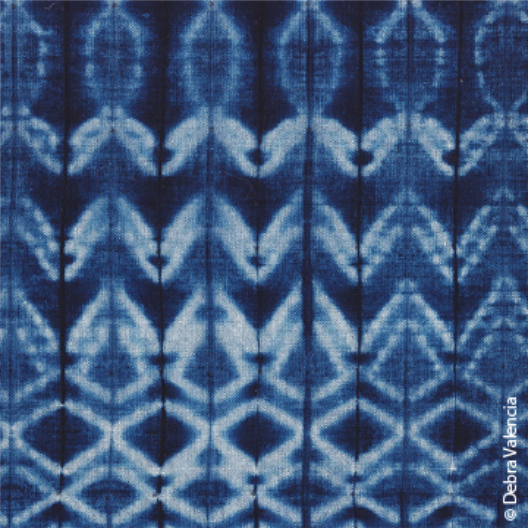
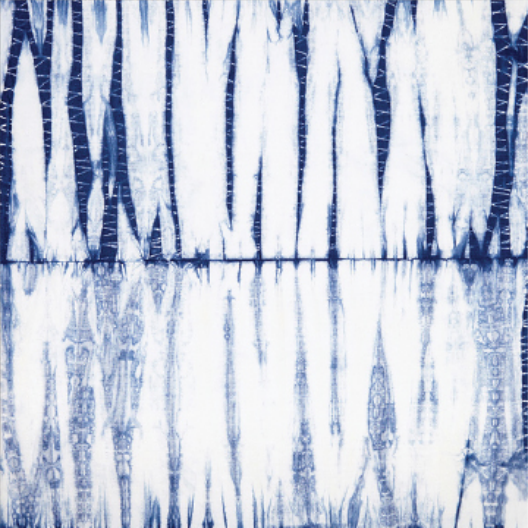
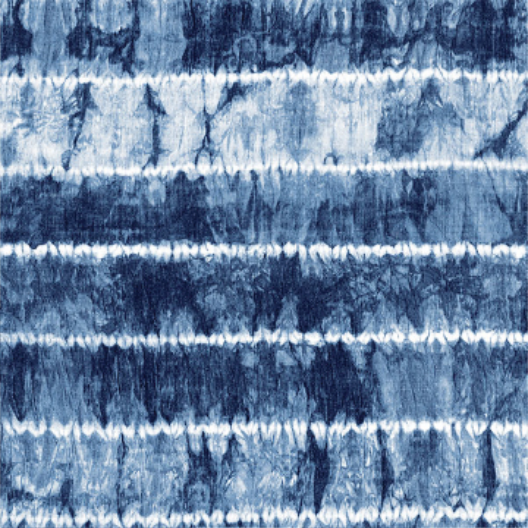


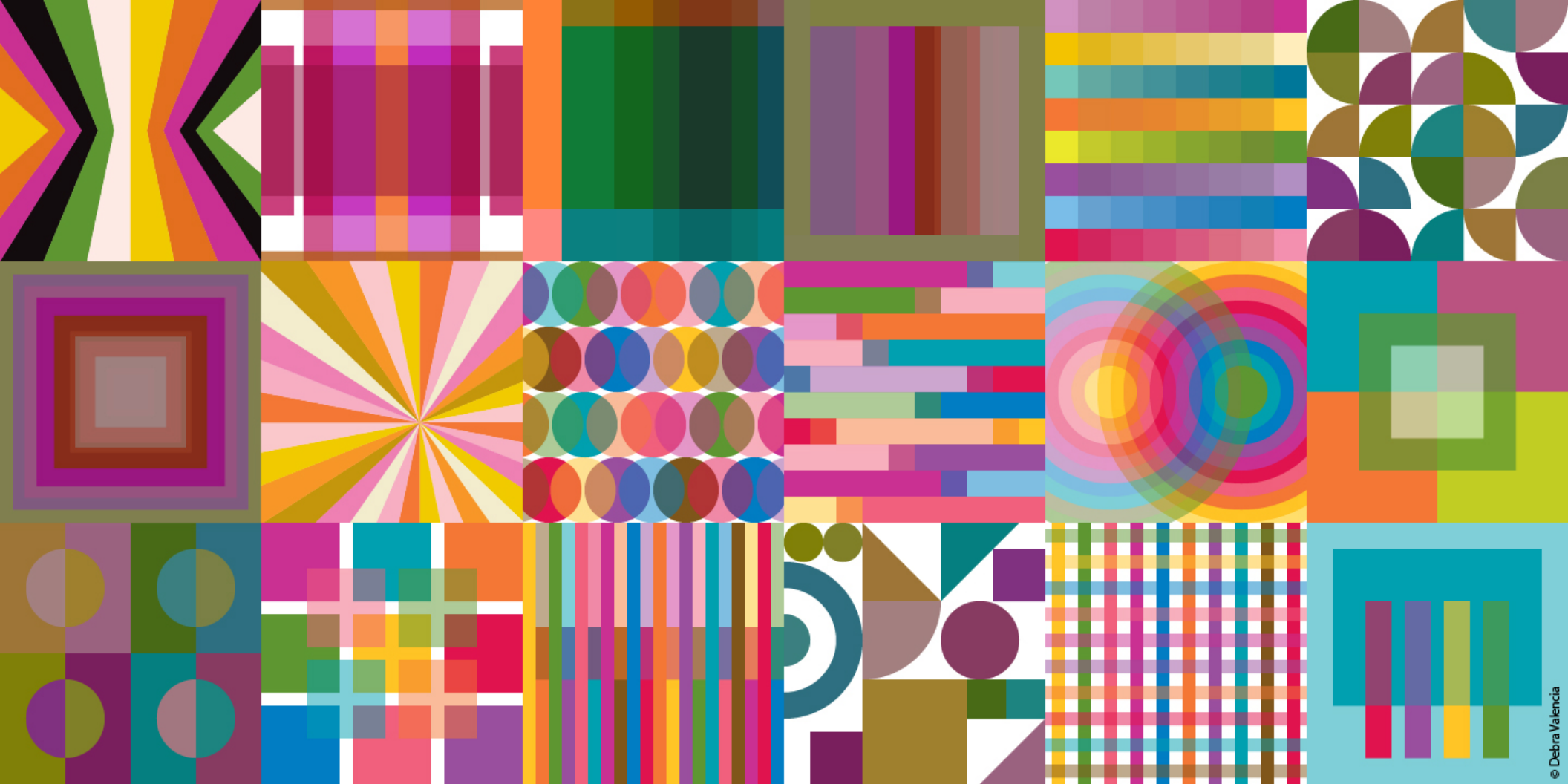


















The Brand Story

The unmistakable style of Debra Valencia's namesake brand has achieved a significant position in the lifestyle marketplace. This provides added value to licensing partners through name recognition, reputation and the brand's history. Debra Valencia is an artist and a businessperson who 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 market place. What makes the brand successful is that Debra is savvy about understanding women's lifestyles. 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. With her own unique personal style, she is able to put that knowledge to work to create a world of artistic beauty.

Brand Values

- Bright and colorful surface designs, such as florals, paisleys and geometrics, to make a personal fashion statement
- Designs that keep up with current trends, but remain true to the brand's values
- Flexible to adjust to marketing trends and end consumer needs and demands
- Attention to quality and detail

Brand Personality

- Inspires creativity through color
- Gains compliments from others
- Makes a woman feel great about herself
- Gives confidence to the end consumer to mix and match a variety patterns

Favorite Colors

Hot pink
Black & white
Leopard print (*it's a color in my book*)

Collections

Vintage Hawaiiana objects
1940s pink flamingo art & ceramics
Mid-century modern furniture

World Traveler

42 individual countries so far
Not including 9 trips to Japan, 8 trips to Italy, 30 trips to Costa Rica, and many, many other multiples



All my products are designed to enhance the consumer's lifestyle with visual beauty to enhance their everyday surroundings.

Brand Advantages

- Established name in specialty market
- Fresh look and name for mass market
- Differentiated from the competition: Cath Kidston, Orla Keily, Jonathan Adler, Kate Spade, Betsey Johnson, Vera Bradley, Trina Turk, April Cornell, Cynthia Rowley, Laura Ashley, Lilly Pulitzer, Anna Maria Horner, Dena Designs and others
- Brand name recognition: Author of 11 craft books featuring Debra Valencia designs
- Frequent international publicity features further build name recognition
- Popular speaker and teacher in a variety of forums

Licensee Advantages

- Over 25 best selling collections with an additional extensive archive of artwork
- Professional product designer accustomed to collaborating with creative teams
- Technical and production knowledge in a full range of manufacturing and printing processes
- Impeccable attention to details
- Ability to develop additional product lines without relying on the licensee's creative department
- Identify additional audiences in order to attract new customers
- Open new channels of distribution with designs and styles for retailers, from specialty to mass market
- Increase shelf space with an attractive product line
- Generate incremental income from the sales of licensed products
- Expand awareness of all products in the licensee's line
- Increase market share in a specific product category
- Strong commitment to licensing partnerships for mutual success



Debra is constantly seeking new ideas and inspirations. Her colorful designs and motifs have endless licensing possibilities.

The Customer

Customer Qualities

- Female
- Transcends all age groups
- Classy, fresh sense of style, never boring – DV is her statement piece
- Appeals to all ethnic multi-cultural backgrounds
- Appeals nationally and internationally, not regionally
- Crossover look that has broad appeal from the mature classic woman with her traditional tastes to the young adult or teen who adopts the DV brand as her “signature look”



Demographics

Average household income \$40k to \$120k

Primary Customers:

- Baby Boomers for self
- Parents buying for a baby, child or gift
- Millennial for self

Secondary Customers:

- Mature woman for self or gift
- Male purchasing as gift
- Gen X Y Z in bright colors
- Baby in soft colors



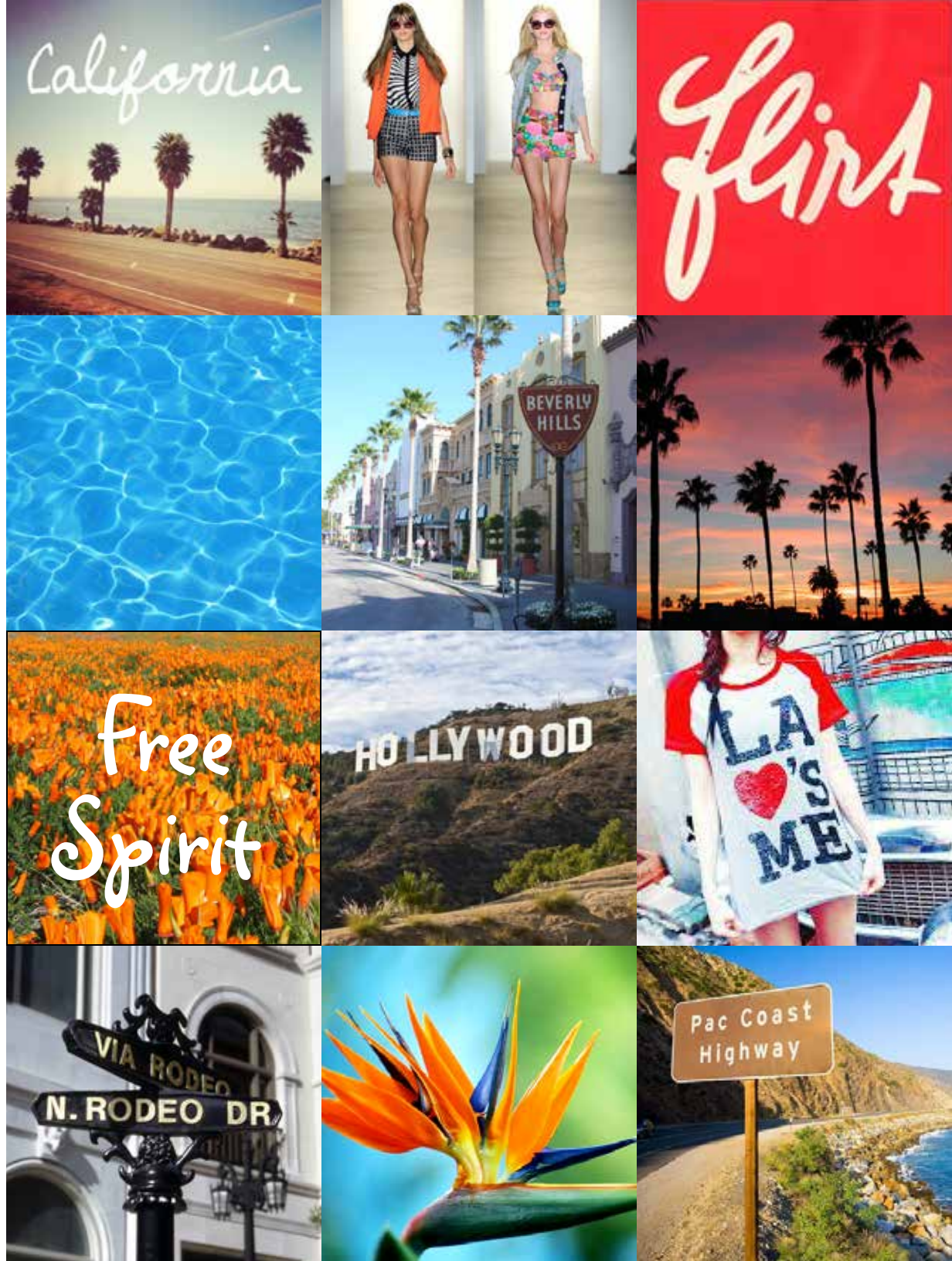
Debra creates designs for a woman just like herself – One who is confident in her taste and selections, and loves modern, colorful design.



California Dreamin'

Educated as a graphic designer and earning the faculty award for most outstanding student, Debra graduated with a BFA with honors from the University of Arts in Philadelphia. As a trained designer, the natural path would have been to head to New York City to pursue a career with one of the large firms who were designing for prestigious corporate clients. But Debra had other aspirations. She loved what was happening on the California “Bohemian left coast” with their avant-garde designs that seemingly had no rules. She loved the idea of being a free spirit in the world of design, which was the diabolical opposite of the conservative formal design approach taking place in the East. Relocating to Los Angeles immediately following graduation, she joined the internationally renowned firm, Sussman/Prejza & Co., where she designed logos, brochures, stationery systems, identity manuals, packaging, products, signage, interiors, furniture and exhibits for international clientele. Exhibiting extraordinary skills as a team leader, she was appointed creative director at the young age of 23 overseeing over 20 other designers working on multi-million dollar projects.

Colorful & Bold
Modern & Fresh
Cheerful & Uplifting
Young at Heart



On a Personal Note

From the early age of five, she remembers dreaming of becoming an artist. With fantasies of far away exotic places, she would draw pictures of herself in a hula skirt dancing on a tropical island or as a mermaid swimming in the ocean. A star artist throughout grade school and an avid crafter and sewist as a teenager, Debra would design and sew her own clothes each weekend in order to debut a new outfit every Monday at school. She embraced needlearts including crochet, knitting and embroidery with passion. Debra continued her artistic path in art college, pursuing graphic design as her major, with interests in fashion design, fine art, interior design and architecture.

Like her artful creations, Debra Valencia, the artist, has timeless style. Born in Washington, D.C. of Euro-Asian ancestry – Filipino on father's side and Irish on mother's side – Debra's artistic talent has been passed down from generations. Her paternal grandmother, Socorro del Rosario Valencia, was a fine artist as well as an outstanding cook and seamstress. She was always fashionable and elegant throughout her life. She was the most influential person in Debra's life inspiring her to cook, sew, appreciate traveling the world, and most importantly, to pursue her career in art.

Adamant about preserving her multi-cultural heritage, Debra maintains family trees and photo archives for both paternal and maternal families. She created a cookbook of her grandmother's Filipino recipes to pass on to the next generation.

Debra lives in Los Angeles, California in a Cliff May mid-century modern home built in 1953 surrounded by vintage collectibles, iconic furniture by Charles Eames and George Nelson, and original artwork by her artist friends. She has one son who is a young surface designer, graphic designer, illustrator and fine art painter and graduate of California College of Art in San Francisco. Debra is a frequent host who loves to cook and entertain. She finds solace in her yoga classes, walks along the beach and hikes through the Santa Monica mountains. She frequently travels to exotic destinations and has visited 42 countries so far.



Circa 1926
Manila, Philippines



Circa 1963
New York, New York

My grandmother was the most influential person in my life. She inspired me, as a fine artist herself, to pursue my career in design.

Brand Awareness



Industry Awareness

The Debra Valencia brand has been a frequent exhibitor at annual U.S. and international tradeshows. Licensing shows include Surtex in New York and Licensing Expo in Las Vegas. Products featured in industry tradeshows include Atlanta Gift, New York Gift, ECRM,

International Home + Housewares, International Quilt Market, Book Expo America, Frankfurt Book Fair, Craft & Hobby Mega Show, Canton Fair, Asia Fair and many others. The popularity of Debra's designs is evident through the growing list of her licensing partners.



Surtex, New York, NY



Surtex, New York, NY



Canton Fair, Guangzhou, China



Craft & Hobby Show, Anaheim, CA



Licensing Expo, Las Vegas, NV



International Home + Housewares, Chicago IL

Consumer Awareness

Debra Valencia has personally appeared on TV news as a guest expert and author on the topic of the coloring book for adults trend. Her products have appeared in celebrity endorsements such as jewelry on *Entertainment Tonight*. Her products have been featured on home shopping shows including over 40 appearances on QVC. Her bath/body products have been shown on

special interest news shows several times as great gift ideas. The brand name continues to build an active consumer fan base through social media platforms in the arenas of fashion, home décor and cosmetics including Facebook, Instagram, Pinterest and LinkedIn.



Social Media

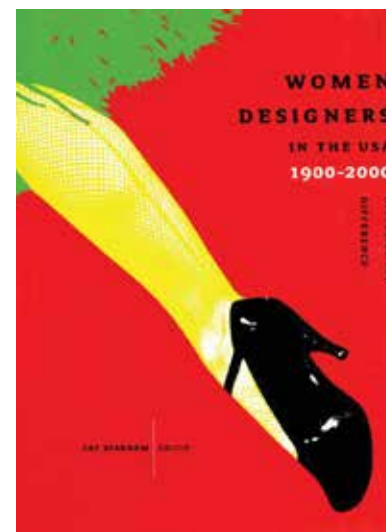
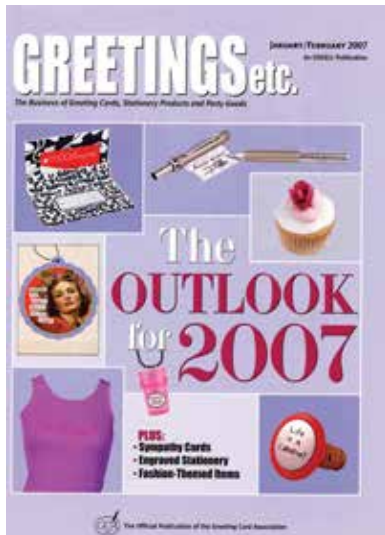
38.2K Active Followers



Publicity

Debra Valencia's work has been featured on several magazine covers and has appeared in over 100 of articles, online news sites, national and international magazines, blogs and books. Her design work has been showcased in consumer publications including *Time*, *Vogue*, *Family Circle*, *Interiors*, *Abitare*, *Process Architecture* and *Los Angeles Times*. It has also been featured in trade publications including *Greetings Etc.*, *Giftware News*, *Gift & Decorative Accessories*,

Baby & Kids, *Party & Paper*, *Home Textiles*, *Gift Shop*, *Art Buyer*, *License Global*, *Royalty\$*, and *Licensing Today Worldwide*. Debra is listed as a contributor to American design culture in the 464-page hard cover book, *Women Designers in USA 1900-2000*, published by Yale University. This book is considered to be the ultimate authoritative document of the history of women designers. Visit the *News* section on her website to see all the press coverage.



Product Gallery: Stationery

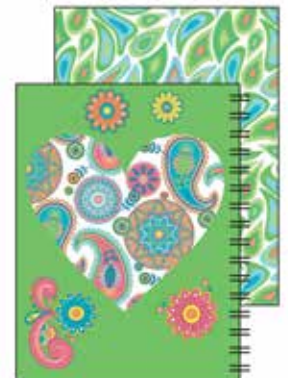




Product Gallery: Stationery

Debra Valencia stationery items include back-to-school collections, planners, writing instruments, journals, boxed notecards, greeting cards, calendars, photo albums, and giftable sets. Working with several stationery licensees in different channels, these products are sold in specialty boutiques, online and in mass retailers. Her personalized stationery line for The Chatsworth Collection, a division of American Stationery, is the largest and oldest

personalization printer in the U.S. The line has over 1,000 individual pieces and is sold through partner websites and in traditional fine stationers. Customers order items with their names and addresses on notecards, labels and envelopes as well as full desk ensembles including weekly calendars, list pads and business cards. Some back-to-school collections and photo albums have been sold in the mass market.



Product Gallery: Home Décor





Design for World-Class Brands

Debra's expertise as a designer and creative director included creating distinctive branding, packaging and product design for globally recognized companies in a variety of industries. Gift, Home, and Stationery: Esprit Bed & Bath, Karen Klein Candles & Spa; Toy: Hasbro, Playskool, Milton Bradley, Swingset Press, Herrington Teddy Bears, and CowParade; Entertainment and Hospitality: Disney, Hard Rock Cafés & Hotels International, The Cheesecake Factory, MGM

Grand Hotels, Hilton Hotels, Luxe Hotels Worldwide, Costume Designers Guild and the Official Leonardo DiCaprio Fan Club. Just one example of her commissioned work includes over 12 bedding ensembles for Esprit Bed + Bath featuring high quality duvets, shams, sheets for the U.S., European and Japanese markets.

ESPRIT



Product Gallery: Home Décor



Product Gallery: Home Décor

Debra Valencia home décor items convey a sense of warmth and fashion flair with her signature designs. Through mix and match designs, the consumer can create their own personal sense of style. Ceramics, bakeware, kitchen storage, pet bowls for Housewares International include hundreds of items sold in retailers nationwide. A line of floral bakeware in 6 colorways co-branded with Mr. Food launched at the International Housewares Show in Chicago.

Mr. Food is the original brand for healthy cooking TV shows, cookbooks, products for home shopping focusing on health and convenience for the home cook, with the co-brand providing a modern update. The Gelato melamine collection with matching kitchen textiles for Knack 3 debuted at the Atlanta Gift Show and sold in specialty retailers in U.S. and Canada.

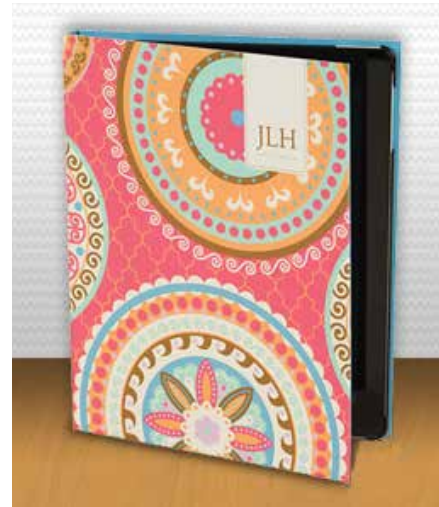


Product Gallery: Fashion & Accessories



Product Gallery: Fashion & Accessories

Debra Valencia fashion and accessory items include jewelry, eyewear, totebags and lunch bags, tech device cases and skins, pajamas, tunics and more. Her chic colorful designs are expressions of a feminine and free spirit attitude. The Purse Plus™ for Charm 14 were aired over 40 times on QVC and have sold over 1 million units. Their full line of totebags and lunch bags is available in over 5,000 independent retailers nationwide as well as Amazon.



Decorative vinyl skins to fit over 500 tech devices for Decal Girl sell internationally. In the accessories category, art image cameo bracelets for Joolz Hayworth are sold in finer boutiques, resorts and independent retailers. The eyewear line by Nouveau was developed exclusively for Walmart.

Product Gallery: Bath/Body & Beauty





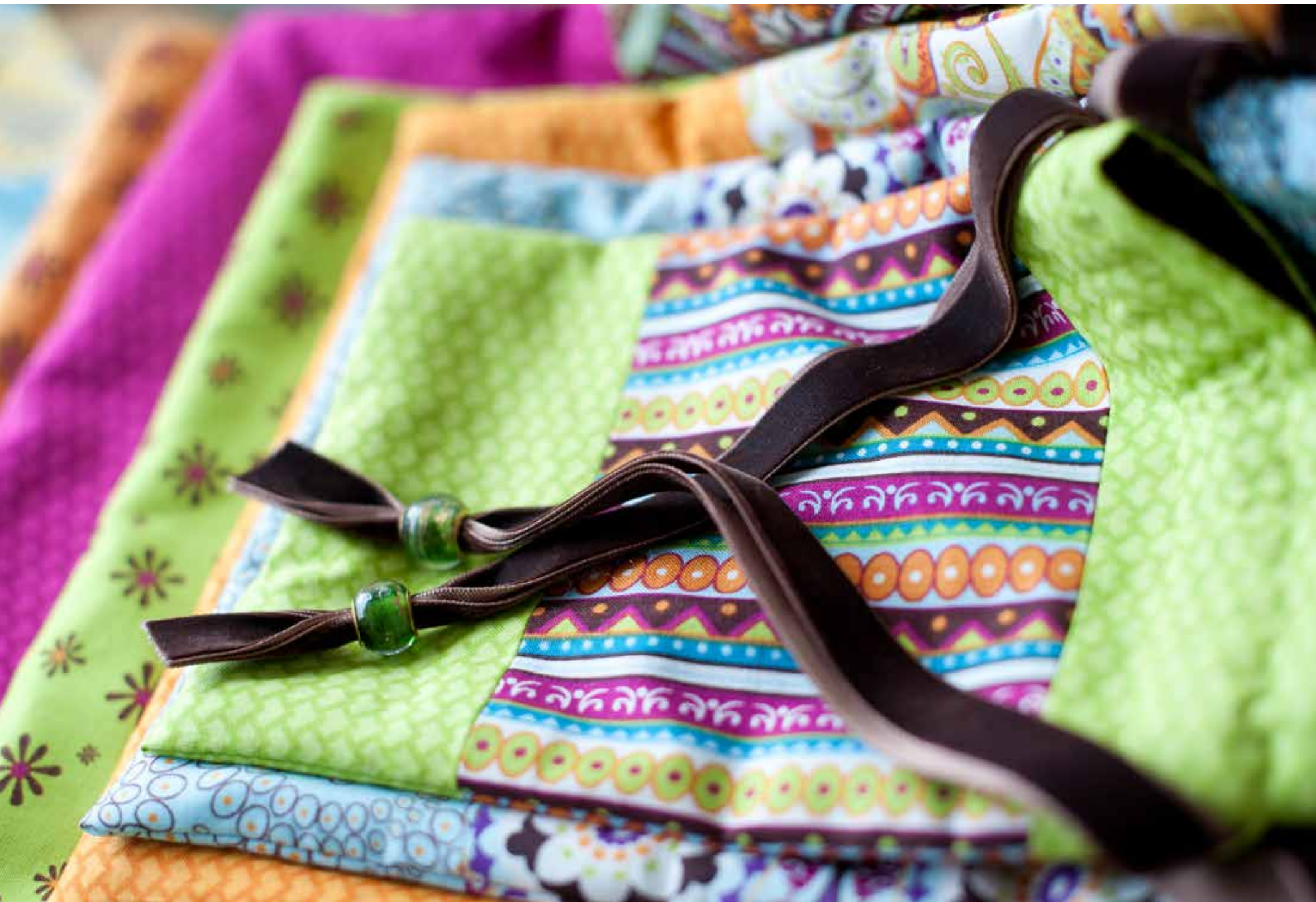
Product Gallery: Bath/Body & Beauty

Debra Valencia for Aromance is a co-branded partnership with Landy International, a global manufacturer and distributor of bath and beauty products. Together, they developed an expansive collection with over 700 items over a five year period including soaps, body scrubs, lotions and a variety of skin care products in fancy gift sets and holiday packaging. Debra was personally involved in every detail of development including selection of fragrances for each product ranging from florals and fruits to natural botanicals.

In addition, a cosmetics line includes lip gloss, eye shadow, nail polish with nail decorations, cosmetic bags and spa accessories, decorative towels, robes and bathroom décor. The bath/body and cosmetics lines were developed in multiple tiers for mass retailers, discount retailers, better department stores and independent boutiques. on of fragrances, reusable container designs and quality materials.



Product Gallery: Textile Collections

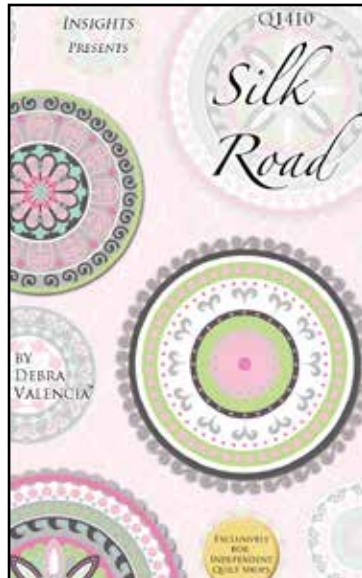




Product Gallery: Textile Collections

Debra Valencia textile designs include over 150 skus of quilting bolt fabrics and a variety of pre-cut packs and sewing kits in coordinated collections for the home sewing market. Collections for Fabric Editions, a division of JafTex, David Textiles, South Sea Imports and Wilmington Prints have sold in mass market retailers including Walmart, Jo-Ann's and Hancock's as well as independent quilt shops and online retailers worldwide. Craft bloggers and fans have featured Debra Valencia fabrics in articles and sewing projects.

Debra is an experienced seamstress herself and has been sewing and doing other needle arts since she was a young girl. Some of her handiwork can be seen on her website and blog showcasing how the fabrics can be used for a range of DIY projects. Debra is co-author of a sewing book showcasing her fabrics *Pretty Sewing Handbags* which was released in 2015. Since then she has authored 10 additional books on a variety of craft topics.

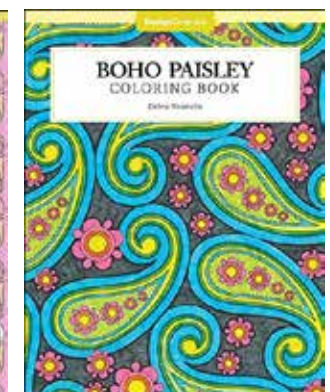
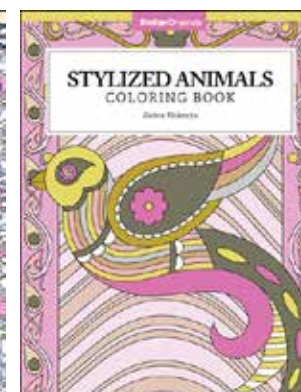
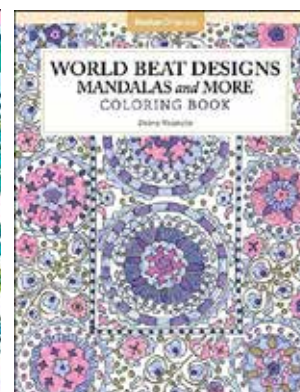
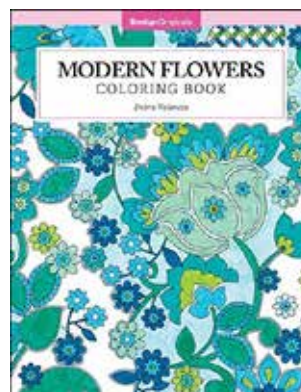
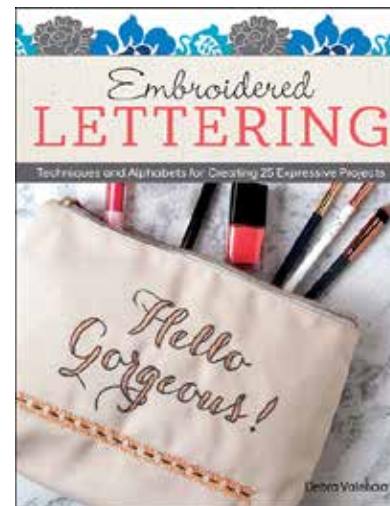


Published Author

Between 2015 and 2021, Debra has authored 11 books for the sewing and craft market. The first book, *Sewing Pretty Bags*, was a collaboration with her sister Cheyanne. Since then, Cheyanne has authored two delightful craft titles on her own. Working with Fox Chapel Publishing as a solo author, Debra has since written *Embroidered Lettering* featuring her lettering designs with embroidery projects. With the same publisher, she produced four coloring books which were featured in the front display at Michaels chain and other retailers and continue to sell internationally.

With Leisure Arts Publishing, Debra has written five titles to date on a variety of crafts. Her first book was a combination of embroidery and cross stitching, *Free Spirit Stitching* featuring her Bohemian inspired patterns. Her next two titles featured a new craft product called Diamond Dotz™ which are a “rhinestone-like” product available in 480 colors. Before the product was on the market, Debra was recruited by the publisher to develop project ideas for the new product. Her concept was using the product as a fashion embellishment resulting in *Dazzling Fashion*, and as a home décor embellishment on glass items which became *Glass Sparkle*.

Her two most recent titles on cross stitching are *Modern Art Stitching* and *From the Garden*. Both books featured Debra’s original designs with step-by-step instructions, photography and technical diagrams. *More books will be coming out soon!*



Arts Educator & Design Industry Expert

Debra Valencia has served as a faculty member at Otis College of Art & Design in Los Angeles and Art Center College of Design in Pasadena for over 15 years. Courses taught include Basic Design Fundamentals, Introduction to Graphic Design, Typography, Production Technologies, Professional Practice for Graphic Designers, Surface Design – beginner through advanced – and Licensing Art for Royalties.

Debra developed the first college-credited course of its kind, “Licensing Art for Royalties”, to teach artists and designers business revenue streams covering portfolio requirements, brand books, marketing, royalties, contracts and copyrights.

Debra has mentored over 75 student interns as part of her studio team from top art colleges across the country. The students gained real world work experience and were better prepared to enter professional positions after 1 to 3 month internships. As an art licensing coach, Debra has helped launch the careers for over 30 artists through one-on-one advice and guidance.

Well respected as a design industry expert, Debra has been sought as a lecturer at major institutions and conferences including Harvard University, University of Wisconsin/Madison, Cal Poly Tech/San Luis Obispo, Fashion Institute of Design, AIGA/NY, AIGA/LA, Society of Environmental Graphic Designers (SEGD), Society of Typographic Designers (ISTD), Association for Creative Industries (AFCI formerly CHA), Art Director’s Clubs of both Washington, DC. and San Diego, Professional Photographers of America, and California Lawyers for the Arts among others.



Channels of Distribution

Debra Valencia products have been sold since 2007 in major retailers, club stores, QVC home shopping channel, mail order catalogs, online e-tailers and over 5,000 independent retailers in the U.S., Canada and select international locations. Prestigious specialty retailers include Anthropologie, Fred Segal, Ritz Carlton Hotels, Wynn Las Vegas, Santa Barbara Museum and Museum of Fine Arts Boston.

Curated fashion and home décor websites include Zulily, Fab, Daily Candy, AhaLife, The Grommet and Wayfair. Online marketplace sites include Amazon and eBay. Large chain retailers include Bloomingdale's, Walmart, CVS, RiteAid, Walgreen's, Costco, Sam's Club, TJ Maxx, Home Goods, Winners, Ross, Marshalls, Dillards, SteinMart, Barnes & Noble, Michaels, Jo-Ann, Hobby Lobby, among others.



Licensing Opportunities

As a former creative director, Debra has extensive expertise in branding, product and packaging design. She well versed in all technical aspects of manufacturing paper goods, textiles and ceramics. This knowledge combined with her understanding of consumer trends makes her a key resource in providing strategic direction for product line development to manufacturers.

Her contemporary designs have timeless style and universal appeal, opening up new markets in both specialty and mass, and the ability to launch innovative new products for licensees. The Debra Valencia brand name is a trademark often used for product branding and packaging as a fresh designer label.

As the brand expands further into the lifestyle market, the commitment is to strictly adhere to brand values. Debra and her team will not sacrifice quantity for quality. They will work closely with their licensing partners to ensure success first and foremost.

The products and collections shown in this brand book represent only a small sampling of the dozens of products produced in past years. The full portfolio which includes the best-selling and new collections, product design concepts and an extensive archive of artwork, is available upon request to potential licensees.



Product Category

Albums & scrapbooks

Apparel & loungewear

Baby accessories & baby décor

Back-to-school supplies

Bath & beauty

Bedding & bath soft/hard goods

Cosmetics & accessories

Craft supplies, kits & software

Fabrics for sewing & quilt markets

Food & beverage packaging

Footwear

Fragrance

Furniture

Garden décor

Giftwrap, gift bags & tags

Glassware & hydration containers

Greeting cards & social expressions

Handbags & tote bags

Holiday décor & ornaments

Home office organization & storage

Jewelry & watches

Kitchen storage & accessories

Office supplies

Partyware & entertainment décor

Personalized stationery & invitations

Pet products

Picture frames & decorative objects

Rugs, pillows & home textiles

Scarves & umbrellas

Scrapbook papers & stickers

Sportswear & sports equipment

Stationery sets & journals

Tabletop, serveware & bakeware

Textiles for fashion & home décor

Toys & puzzles

Vases, lamps & home accents

Wall art & prints

Wallcoverings & decals

What Our Partners Say

“Design Design’s creative directors, Tom Vituj and Susan Birnbaum, are my dream team to work with” said Valencia. I look up to them as the tastemakers in greeting cards, stationery and partyware. Together, they have impeccable taste, trend insight, and the company’s contemporary line is a perfect fit with my design style”. “We are so enjoying your designs and would like to add another to our line”, said creative director Susan Birnbaum.

“Debra’s designs are appealing to the Israeli market with her sophistication, unique spirit and warm vintage style combined with modern, innovative looks and fresh colors – all the typical qualities of the Israeli society. This combination leads Debra Valencia designs as a proven successful licensing venture here”, said Iris Parizer, Ginja Licensing Agency.

“I really appreciate Debra Valencia’s talent, vision and unique set of skills,” said Andy Meehan, President of Development Solutions Global. “This licensing agreement will allow her to... create new designs and add to our future stationery offerings. Debra’s creativity will become an important part of the value we bring to our customers.”

“Debra Valencia is an incredible designer and her colorful prints and bold patterns are a perfect complement to our products. She has already proven her success at retail and we are looking to expand the product offerings and channels of distribution.” explained Jack Saban, President of Best Accessory Group. “I love the challenge of using the vernacular of kitsch and couture to tell a story with each piece of jewelry I design,” said Jennifer Flatow, artist, designer and founder of Joolz Hayworth...who has added licensed artist Debra Valencia’s distinctive pattern designs to their lineup.

“We were familiar with Debra Valencia’s stationery products in the marketplace with her distinctive use of color and feminine designs.”, explained Roger Ding, President, Landy International. We saw potential to build a fresh designer brand in the bath, spa and beauty category for Aromanice on an international level. Debra’s expertise as both product, packaging designer and surface textile artist provide the perfect talents for a lifestyle brand.”

“Debra is a visionary designer. She has the unique ability to combine her extraordinary artistic talent with a merchandiser’s eye to develop products for today’s marketplace. Her licensing is so successful because her products do very well at retail.”, stated The Brand Liaison founder, Steven Heller. “Her signature prints are lively, vibrant, and colorful giving her products a fresh California feel. With over 1,000 designs, Debra Valencia licensing has endless applications in stationery, gift, craft, textile and home décor.”



For licensing inquiries, please contact:

Steven Heller

The Brand Liaison

New York | Miami | Los Angeles

tel: 855.843.5424 or 914.241.6211

steven@thebrandliaison.com

www.thebrandliaison.com

For more details and products, visit:

www.debravalencia.com