



Differentiate By Design

March 21, 2017

Ariel Foxman to Consult With Xcel Brands, Inc. on Digital and Media Strategies

NEW YORK, March 21, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) announces Ariel Foxman will be working with their executive team as a consultant who brings more than two decades of leadership, brand building, content creation, e-Commerce execution and digital analytics experience. He will work with Xcel to fully develop digital and media strategy and drive their data analytics effort.

Prior to Xcel, Ariel was the Editorial Director for InStyle Magazine, InStyle.com and People StyleWatch, where he oversaw all content creation, media strategy, publishing and business development, as well as being accountable for all core magazines and digital platforms. His awards include earning the Fashion Media Brand of the year in 2015 from *Daily Front Row* as well as receiving *Advertising Age's* Top Five Magazines of the Year two years in a row (2012-2013).

ABOUT XCEL BRANDS, INC. (www.xcelbrands.com)

Xcel Brands, Inc. (NASDAQ:XELB) is a brand management and media company engaged in the design, production, licensing, marketing and direct-to-consumer sales of branded apparel, footwear, accessories, jewelry, home goods, and other consumer products, and the acquisition of dynamic consumer lifestyle brands. Xcel was founded by Robert W. D'Loren in 2011 with a vision to reimagine shopping, entertainment and social as one. Xcel owns and manages the Isaac Mizrahi, Judith Ripka, H Halston, C. Wonder and Highline Collective brands, pioneering an omnichannel sales strategy which includes the promotion and sale of products under its brands through direct-response television, internet, brick and mortar retail, and e-commerce channels. Headquartered in New York City, Xcel Brands is led by an executive team with significant production, merchandising, design, marketing, retailing, and licensing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 100 professionals focused on design, production, and digital marketing, Xcel maintains control of product quality and promotion across all of its product categories and distribution channels. Xcel differentiates by design. www.xcelbrands.com

For further information please contact:

Stephanie Taylor
PR Associate
Xcel Brands, Inc.
347-727-2483
staylor@xcelbrands.com