



Differentiate By Design

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Xcel Brands, Inc. and Dillard's Launch Quick Time Response (QTR) Women's Apparel Program With H Halston Brand

NEW YORK, March 01, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) is pleased to announce the debut of its H Halston women's Fast Fashion or Quick Time Response (QTR) apparel program at Dillard's department stores and e-commerce in March 2017. H Halston initially launched in Lord & Taylor and Hudson Bay department stores Spring 2016 as a partnership to support the Hudson Bay Company in their strategic initiative to offer their customers proprietary brands on a fast fashion cadence. H Halston is part of the family of Halston brands and offers sophisticated and glamorous daywear in the tradition of the brand's minimalist design DNA.

CEO and Chairman of Xcel Brands, Inc. Robert W. D'Loren remarked, "We've seen success with the H Halston brand's exclusive retail partnership with Lord & Taylor and Hudson's Bay. The next natural step was to bring this historic American brand to an additional geographic region through Dillard's."

With his deep knowledge of the iconic Halston DNA, global style authority and stylist Cameron Silver continues to serve as the brand's Fashion Director.

Xcel Brands, Inc. 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 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

Roy Halston Frowick was the creator of luxury American fashion, whose groundbreaking designs still influence and inspire us today. Founded in the 1960's, the HALSTON label took the fashion industry by storm. Originally known for his innovation in millinery, Halston used his signature materials of jersey, cashmere and suede to reinvent the jumpsuit, the shirtdress, and the classic caftan, permanently leaving his mark on fashion. The 1970's and the era of Studio 54 became synonymous with Halston's designs. Soon after, he was named "the premier fashion designer in America" by Newsweek. His strong connection to pop culture was evident through his friends and clients, which included Andy Warhol, Bianca Jagger, Elizabeth Taylor and Anjelica Huston. Halston went on to create one of the best-selling fragrances of all time in his signature tear-drop shaped perfume bottle designed by Elsa Peretti. Halston created strong codes that are quintessential to the brand even to this day, as a new team of innovators continue to evolve the HALSTON legacy through the H Halston and H by Halston collections. The **H Halston** brand, exclusive to Lord & Taylor and Hudson's Bay and Dillard's, offers true feminine glamour with effortless daywear, footwear, and accessories that easily transitions from work to cocktails. The **H by Halston** brand, exclusive to QVC, is made up of versatile, minimalist daywear and accessories in functional fabrics and materials essential for building a chic, contemporary wardrobe. Global celebrity stylist and style authority Cameron Silver is the Fashion Director of the H Halston and H by Halston brands.

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