



Differentiate By Design

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## **Xcel Brands, Inc. Announces Expansion of the Isaac Mizrahi Brand Across Home, Fashion and Beauty Categories**

NEW YORK, Nov. 02, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) today announced the expansion of the Isaac Mizrahi brand with three launches across the home, fashion and beauty categories, extending the Mizrahi portfolio in both reach and diversification.

Debuting exclusively at Bed Bath & Beyond<sup>®</sup> is a collection of stylish bedding from Isaac Mizrahi Home, developed in partnership with Royal Heritage Home, a leading textile company. Now available online and at Bed Bath & Beyond locations nationwide, the collection features three chic bedding sets in colorful floral, black and white floral, and polka dot, complemented by a selection of decorative accent pillows for a curated Mizrahi interior. To view the collection and watch a video featuring Isaac Mizrahi attempting to *put his insomnia to bed*, [click here](#).

The highly successful IMNYC Isaac Mizrahi apparel and accessories collection, epitomizing timeless cosmopolitan style, has now expanded to Dillard's, in addition to its popular presence at Lord & Taylor in the U.S. and Hudson's Bay in Canada. The collection offers contemporary daywear and career wear for the confident woman who does it all, featuring wardrobe essentials in black and white, signature Isaac prints, and bright color: [view IMNYC Isaac Mizrahi at Dillard's](#).

October also marks the launch of Isaac Mizrahi Loves Revlon. This collaboration puts the fun in functionality with the debut of a nine-piece limited edition beauty tools collection, including manicure essentials, eyelash curler, eyebrow tweezers and a chic compact. These fashionable tools feature Mizrahi's signature stripes, polka dots, gingham, and a bold floral from his archive. The collaboration will continue with a second set of beauty tools in 2018. Shop the collection at retailers nationwide.

CEO and Chairman of Xcel Brands, Inc. Robert D'Loren said, "Across all categories, Isaac Mizrahi's loyal fans and followers are always looking for new ways to bring more of Isaac's incredible style into their lives through high quality apparel and products. We are pleased to be expanding our collections, as we continue to build upon the success of this powerhouse brand."

Isaac Mizrahi added: "My desire to make the everyday more exciting through color and pattern is at the core of everything I design. Whether in a closet, bedroom or medicine cabinet, great style adds pizzazz — and why not take every opportunity to fill your life and home with things that make you happy?"

Xcel Brands, Inc. acquired the Isaac Mizrahi brand in 2011. Product is available on interactive television at QVC and The Shopping Channel, and at leading retailers nationwide in categories including apparel, accessories, footwear, home goods, eyewear, textiles, travel accessories, crafts, tech accessories, textiles and infant wear.

**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 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](http://www.xcelbrands.com)

**Isaac Mizrahi** has been a leader in the fashion industry for 30 years. Since his first collection in 1987, Mizrahi's designs have come to stand for timeless, cosmopolitan, style. He has been awarded four CFDA Fashion Awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Mizrahi is Chief Designer for both the ISAACMIZRAHILIVE! and IMNYC Isaac Mizrahi labels, which are each divisions of Xcel Brands, Inc. In the Spring of 2016, Mizrahi launched IMNYC

Isaac Mizrahi, available exclusively at Hudson's Bay, Lord & Taylor and Dillard's department stores. Previously, in 2009, Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHILIVE! on QVC. Television audiences have come to value Mizrahi's media presence through his roles on Lifetime's "Project Runway All Stars," and other appearances on television where he offers his expertise on fashion and style.

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