



Differentiate By Design

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Judith Ripka Debuts RIPKA, a New Casual Fine Jewelry Line

NEW YORK, Dec. 04, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB), owner of leading global jewelry brand Judith Ripka, today announced the launch of RIPKA, a new casual fine jewelry line featuring 14K gold, available exclusively at Lord & Taylor and on judithripka.com.

Modern with a distinctive interpretation of today's casual trends, the 14K gold designs also feature diamonds and gemstones such as amethyst, rhodolite and sapphire. Judith Ripka, who started her eponymous brand 40 years ago, said, "In designing this new casual collection, I was inspired by the way women are styling my pieces as part of their everyday wardrobe. I drew my artistic influence from the architecture and wonders of the Mediterranean coastline. I am excited to debut RIPKA in time for the holiday season as its wearability makes it ideal for gifting."

Robert D'Loren, Chairman and CEO of Xcel Brands, commented, "We are thrilled to celebrate the debut of the RIPKA line. Judith's ability to transform her brand from a single retail outlet to a global business that has achieved over \$2 billion in retail sales is a testament to her extraordinary talent and passionate following. Judith has proven to be a visionary ahead of her time, and we look forward to continued brand momentum ahead."

Among her many accomplishments, Judith recently received the 2017 Women's Entrepreneurship Day "Accessories Pioneer Award" during a celebration at the United Nations that was livestreamed in 144 countries. Other career milestones include receiving the prestigious DeBeer's Award for Outstanding Jewelry Design and her induction into the CFDA, the Council of Fashion Designers of America.

In addition to her presence at Lord & Taylor and other fine jewelry retailers worldwide, Judith is now in her 20th year at QVC, where she was the first female jewelry designer to have her own show.

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

Xcel Brands, Inc. (NASDAQ:XELB) is a media and consumer products 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 through direct-response television, e-commerce, and brick and mortar retail channels. Headquartered in New York City, Xcel Brands is led by an executive team with significant design, merchandising, production, 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. The total lifetime retail sales of its brands exceed \$7.5 billion.

ABOUT JUDITH RIPKA LTD. (www.judithripka.com)

As luxurious as they are timeless, Judith Ripka's iconic designs are sought-after by women from across the globe who have fallen in love with her striking compositions and extraordinary eye for detail. Judith's devotees appreciate the way each exquisite style captures one of life's beautiful moments, making it natural - and effortless - to wear her pieces forever. As seen on celebrities, CEOs and fashionable women everywhere, each piece reflects Judith's distinctive ability to translate modern trends into enduring wearability. @judithripka

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