



Annette Schatz Joins Xcel Brands, Inc. Executive Team

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Schatz is leading Xcel's wholesale and e-commerce business as the Chief Merchandising Officer

NEW YORK, Dec. 13, 2018 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) announced today that Annette Schatz will join the executive team as the Chief Merchandising Officer for Xcel's wholesale and e-commerce businesses. Ms. Schatz has over 20 years of corporate management experience in the fashion and apparel industry, and was mostly recently President of BCBGMAXAZRIAGROUP in Los Angeles.

Robert D'Loren, Chairman and Chief Executive Officer of Xcel Brands, Inc. remarked, "We are excited to welcome Annette to the Xcel Brands team. As we look ahead to our plans for 2019, I am confident Annette will lead our wholesale and e-commerce businesses with innovation at the forefront of strategy as well as use her extensive knowledge to help us navigate the retail landscape."

Annette Schatz ended her decade-long career at BCBG as the President of global brands, Hervé Léger, BCBGMAXAZRIA and BCBGENERATION. Previously, she served as Executive Vice President and General Manager of BCBGENERATION, leading global brand strategy and product positioning in all domestic and international channels of distribution.

She began her career at The Limited in the Lane Bryant division, followed by merchant positions with Target.

"I am excited to be joining the Xcel Brands team," commented Schatz. "I have admired the company's innovative retail model as it pertains to their department store businesses, and I am looking forward to leading the wholesale and e-commerce businesses into the future."

About Xcel Brands

Xcel Brands, Inc. (NASDAQ:XELB) is a media and consumer products company engaged in the design, production, 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, Halston, C. Wonder, and Highline Collective brands, pioneering a ubiquitous 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

Contact

Stephanie Taylor

347-727-2483

staylor@xcelbrands.com



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