Xcel Brands, Inc. Acquires the Halston and Halston Heritage Trademarks

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NEW YORK, Feb. 13, 2019 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ: XELB), a media and consumer products company, today announced the acquisition of the Halston and Halston Heritage trademarks. This transaction consolidates ownership of the Halston trademarks under Xcel; the company previously acquired the H by Halston and H Halston trademarks in December of 2014.

Xcel has entered into a licensing agreement with Groupe JS International to produce and distribute sportswear and dresses under the Halston label and dresses under the Halston Heritage label, which is currently distributed in premium retailers including Neiman Marcus, Saks, and Bloomingdale's. Xcel will continue to distribute H by Halston and H Halston through interactive TV and better retailers, respectively.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "This acquisition gives us an opportunity to focus on the entirety of the Halston brand, the labels, and their design nuances while continuing to preserve the iconic American brand's legacy. We're excited to fully unite the brand, embrace its heritage, and build the future of Halston under Xcel."

Mitchell Hops, President and Chief Executive Officer of Groupe JS International, commented, "Halston is an iconic American brand that has truly made its mark in fashion. I'm looking forward to working with Xcel on their acquisition and we are excited at the opportunity to produce and sell a brand with such a rich history. I look forward to helping grow and evolve Halston while staying true to its roots. We have an incredible team of designers, merchandisers and salespeople, that along with our Groupe JS International team are ready to build on this great American designer brand."

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

About HALSTON
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 its various collections. HALSTON has been worn by modern style icons including Gisele Bundchen and Halle Berry among many others, and is carried by some of the world's premier retailers including Neiman Marcus, Saks Fifth Avenue, Net-A-Porter and Harvey Nichols, and stores worldwide. For more information please visit www.HALSTON.com.

About Groupe JS International

Groupe JS International entered the North American fashion scene over 45 years ago, having first made their mark in the eveningwear market in 1971.

Groupe JS International has expanded into eight divisions, and is widely recognized as one of the leading suppliers of ladies dresses, sportwear and eveningwear available in specialty stores, major chain stores and department stores worldwide.

Each of the company's brands, THEIA, AMUR, flor et.al, and JS Collections has a unique attitude that not only reflects the trends, but caters to the needs of all women, regardless of age or size. In addition to the aforementioned brands, Groupe JS International also holds the exclusive ready-to-wear license for Monique Lhuillier in both Bridesmaids and her diffusion priced contemporary lifestyle collection, ML Monique Lhuillier. Groupe JS International's additional licenses include Carmen Marc Valvo Infusion, Kay Unger New York and Halston.

Operating out of their headquarters in Montreal, Canada and with offices in New York, this privately held company is an innovative force in the global marketplace.

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