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Xcel Brands Inc. Announces the Launch of E-Commerce for Isaac Mizrahi New York

It's Isaac's World - Live In It!

NEW YORK, May 9, 2014 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) announced today the launch of the first Isaac Mizrahi New York e-commerce website, www.IsaacMizrahi.com. The website will encompass the world of Isaac Mizrahi, showcasing bold color, iconic print and pattern, wit, art, culture and more. For Isaac Mizrahi's loyal fans and those just discovering the brand, this is a home for everything Isaac's seeing, hearing, wearing and loving right now.

Phase one of the user-friendly website will offer consumers a wide array of Isaac Mizrahi New York product offerings including women's sportswear, dresses, footwear, handbags, eyewear, watches, tech accessories and fragrance. All key items will be offered in a multitude of colors and styles. Additionally, a dedicated section of the website will consolidate the brand's recent social media feeds, providing a view into what inspires Isaac's style. The website will be expanded in Fall 2014 to include an Isaac Mizrahi lifestyle blog and product lines exclusive to e-commerce including cashmere sweaters, vibrant silk mikado dresses, tailored silk blouses, and classic denim.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "E-commerce was the next step for Isaac Mizrahi; it completes the circle for Xcel's omnichannel sales strategy for the brand. Our omnichannel approach for Isaac Mizrahi now includes a significant and rapidly growing interactive TV audience, better department store doors, our own Isaac Mizrahi retail stores, and the new e-commerce site."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc., commented, "I'm truly excited to launch e-commerce because it gives me the opportunity to display the full spectrum of the brand to my customer in one convenient place. I can really show her what we stand for through the new website."

Xcel Brands, Inc. ("Xcel") Xcel Brands, Inc. is a leader and innovator in the acquisition, design, licensing, marketing, and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail, and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC. Headquartered in New York City, Xcel Brands is led by an executive team with significant retailing, licensing, design, and marketing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 50 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its licensed product categories and distribution channels. Xcel differentiates by design. www.xcelbrands.com

Isaac Mizrahi has been a leader in the fashion industry for almost 30 years. Since his first collection in 1987, Mr. Mizrahi's designs have come to stand for timeless, cosmopolitan, style. He has been awarded four CFDA awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." In Fall 2012, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide. Previously, in December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHLIVE! on QVC. In addition, television audiences have come to value Isaac's media presence through his roles on "Project Runway All Stars" for Lifetime, "The Fashion Show" for Bravo and his own series for both Oxygen and the Style Network. www.isaacmizrahi.com

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