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Xcel Brands Announces Closing of C. Wonder Acquisition

NEW YORK, Aug. 6, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) ("Xcel" or the "Company"), a brand development and media company, announced today that it has closed the previously announced acquisition of the C. Wonder brand including the C. Wonder and C. Wonder Limited trademarks and related designs and other intellectual property rights for approximately \$12.5 million in a combination of cash and stock. Xcel was founded by Robert W. D'Loren in 2011 and owns the Isaac Mizrahi, Judith Ripka, H by Halston and H Halston brands.

C. Wonder is scheduled to launch on QVC® in spring 2016 and will be the fourth Xcel owned brand to be showcased on the interactive video and ecommerce retailer. The collection will consist of beautiful, easy and covetable trend-right pieces that are iconic yet fashionable. Categories for spring include apparel, accessories, footwear and jewelry ranging in price from approximately \$29-\$34 for knit tops to \$248 for leather handbags. Housewares, home decor and gifts are scheduled to launch on QVC at a later date. The line offers a spirited and personal collection filled with luxurious details and happy surprises.

Brad Goreski has been appointed as Creative Director for C. Wonder and will serve as the on-air personality at QVC. As one of the most sought after celebrity stylists, his A-list clients have included Jessica Alba, Demi Moore, Rashida Jones and Lea Michele. Additionally, he has worked with Kate Spade as the brand's Exclusive Brand Stylist for the past several years. A familiar face on TV and to audiences around the world, Goreski starred in the docu-series "It's a Brad, Brad World," and currently appears as a panelist on the E! hit show, "Fashion Police."

"We are thrilled to add C. Wonder to the Xcel Brands portfolio," said Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer. "C. Wonder is a renowned lifestyle brand with a loyal following of customers, who we believe will be most excited to see the brand again. This highly synergistic acquisition is a significant milestone for Xcel and will enhance our position as a leading brand development and media company. I am very excited to work with Brad Goreski. Brad rounds out our fashion celebrity team." D'Loren further stated, "This gives us an opportunity to create a very powerful fashion and jewelry media line up on TV and in social media with Isaac Mizrahi, Cameron Silver, Brad Goreski and Judith Ripka."

"The joy of discovery is a big part of the QVC shopping experience," said Doug Howe, Executive Vice President of Merchandising for QVC. "The launch of C. Wonder paired with Brad Goreski's creative involvement will allow QVC to continue to engage and entertain customers by offering this whimsical lifestyle collection with its celebrated design aesthetic. We look forward to continuing our strong relationship with Xcel Brands and their portfolio of trend-setting designers."

Christopher Burch, Founder and CEO of Burch Creative Capital, said, "We are delighted to announce the next chapter for C. Wonder. The brand is in the best hands with Xcel and we know they will be incredible stewards of our commitment to delight and surprise our customers at every turn."

Goreski commented, "I am excited to join Xcel Brands in bringing C. Wonder to QVC and other retailers sometime soon. I love that the collection offers a variety of incredibly fun items that I know women will love and be excited about."

The C. Wonder collection is scheduled to be available beginning spring 2016, while supplies last, through QVC.com, the QVC apps or by calling 800.345.1515.

About Xcel Brands

Xcel Brands, Inc. is a brand development and media company engaged in the design, 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, and C. Wonder 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. Xcel also designs and distributes 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 70 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.

About C. Wonder

The C. Wonder brand was founded by [J. Christopher Burch](#) in 2011 to offer a wide-ranging assortment of beautiful, versatile and spirited products that are designed to transport its customers to a place they have never been. C. Wonder offered women's clothing, footwear, jewelry and accessories; housewares and home decor, great gifts, and a shopping experience designed to deliver delightful surprises at every turn.

About QVC

[QVC, Inc.](#), a wholly owned subsidiary of [Liberty Interactive Corporation](#) (NASDAQ:QVCA) (NASDAQ:QVCB), is the world's leading video and ecommerce retailer. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to approximately 340 million homes worldwide through operations in the [U.S.](#), [Japan](#), [Germany](#), [United Kingdom](#), [Italy](#), [France](#) and a joint venture in China. Based in West Chester, Pa. and founded in 1986, QVC has evolved from a TV shopping company to a leading ecommerce and mobile commerce retailer. The company's website, [QVC.com](#), is ranked among the top general merchant Internet sites. QVC, Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

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