



February 19, 2014

Xcel Brands, Inc. Announces Isaac Mizrahi New York Store in Atlanta

NEW YORK, Feb. 19, 2014 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) is pleased to announce the opening of the Isaac Mizrahi New York store located in Woodstock, Georgia. The shop spans 2,000 square feet and will offer customers a wide array of products including apparel, fragrance, footwear, handbags, eyewear and timepieces. The shop will open in early March with a grand opening party planned for March 29, 2014.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are very excited to open our second Isaac Mizrahi New York store in Atlanta. It's important to offer our consumers the complete Isaac Mizrahi New York experience in the theatre of our own stores. We plan to launch our e-commerce site and open additional stores in 2014."

Xcel Brands, Inc. engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses.

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." Mr. Mizrahi recently launched the Isaac Mizrahi New York collection at better retailers nationwide. Previously, in December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHILIVE! 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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