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## **Xcel Brands Inc. Announces the Debut of True Isaac Mizrahi With Omnichannel Retail Distribution Strategy**

NEW YORK, Jan. 30, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive license with True Cosmetics, LLC. This agreement will provide True Cosmetics the license to develop, manufacture and distribute skincare and cosmetics under the TRUE Isaac Mizrahi label. The designer cosmetics and skincare line, TRUE Isaac Mizrahi, will launch in a fully omnichannel format beginning in February on QVC, [IsaacMizrahi.com](http://IsaacMizrahi.com) and at Beauty Brands retail stores nationwide.

Isaac Mizrahi is an American fashion icon known for his timeless, bold and vibrant designs. He brings together his passion for color to a high-performance skincare and cosmetics line to form TRUE Isaac Mizrahi.

TRUE Isaac Mizrahi was created by estheticians, making it the only cosmetic brand that combines spa quality and designer creativity. The comprehensive line contains innovative collections of anti-oxidant skincare, color cosmetics and face makeup all infused with the *TRUE Beauty Cocktails*, proprietary blends of CoQ10, green and white teas, Vitamins A and E and marine algae for a dose of "Healthy Glamour." All of the products are cruelty free. The complete TRUE Isaac Mizrahi collection of color accessories will be available at retailers nationwide and online at [IsaacMizrahi.com](http://IsaacMizrahi.com) with prices ranging from \$10 to \$68.

TRUE Isaac Mizrahi will be integrated into Isaac Mizrahi's twice-weekly show on QVC. The introduction will be on February 9th, launching with a trio of lip-glosses in a special bright pink cosmetic case designed by Isaac. Isaac appears on QVC on Monday's from 10-11 PM ET and Friday's from 1-2 PM ET. Isaac Mizrahi will be the first fashion designer to offer beauty products on QVC.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "We are pleased to partner with True Cosmetics on this extensive line of skincare and cosmetics. Their beauty product knowledge combined with our marketing reach is exciting for our company."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc., commented, "I am so happy to be launching a beauty line. I LOVE color and now I get to share my passion for it in this new and exciting way! The right makeup is essential to a woman's look, and making women feel beautiful and confident is what my brand is all about."

Michael Alper, founder of True Cosmetics, said, "True Cosmetics has been a leader in the spa industry for over a decade. Isaac Mizrahi is one of the most creative designers working today and his incredible sense of color is evident in the creation of TRUE Isaac Mizrahi cosmetics. We are thrilled to be working together to bring this collection to a broad audience."

### **TRUE Isaac Mizrahi - The Collection**

**COLOR:** Isaac's iconic use of color in his fashion designs are reflected in the palette for this exciting collection. He brings his bold shades to an extensive range of eye shadows, blush and lip products all chosen to make a woman feel beautiful and confident. The shades are named after Isaac's favorite things - New York, Hollywood icons and more.

**FACE:** Working synergistically with the skin care collection to protect and promote natural beauty, skin-perfecting face powders, foundations and concealers also contain anti-oxidants, minerals and the protective ingredients of the *TRUE Beauty Cocktails*.

**SKIN CARE:** These anti-aging serums, lotions and moisturizers, contain the *TRUE Beauty Cocktails* that address multiple complexion concerns to create a flawless canvas.

**TOOLS:** For just the right precision application, these brushes deliver the perfect professional results with the unique blend of natural and synthetic hairs and ergonomically designed handles.

**NAILS:** Exciting, vibrant color, high-shine shades are balanced in a three-free, non-fading, chip and water resistant formula for long lasting, superior wear.

### **About 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, Judith Ripka and H Halston 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](http://www.xcelbrands.com)

### **About Isaac Mizrahi:**

**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, 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](http://www.isaacmizrahi.com)

### **About TRUE Isaac Mizrahi Cosmetics:**

TRUE Isaac Mizrahi is an innovative, high performance skin care and full collection of color accessories designed by Isaac Mizrahi. The line delivers gorgeous color with professional efficacy. Featuring innovative collections: anti-oxidant skincare, color cosmetics, face make up, nail polish and precision tools. All skincare products contain *TRUE Beauty Cocktails*, a proprietary blend of CoQ10, green and white teas, Vitamins A and E and marine algae. The *TRUE Beauty Cocktails* + Isaac color = "Healthy Glamour!" The complete TRUE Isaac Mizrahi collection of color accessories will be available at retailers nationwide and online at [www.isaacmizrahi.com](http://www.isaacmizrahi.com) with prices ranging from \$10 to \$68.

CONTACT: Lola Mendez

[lola@lividini.com](mailto:lola@lividini.com)

646-443-2071