



September 1, 2015

Xcel Brands Announces Strategic Partnership With Hudson's Bay and Lord & Taylor

NEW YORK, Sept. 1, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) a brand development and media company, announced today that it has entered into an exclusive agreement and innovative strategic partnership with Hudson's Bay and Lord & Taylor. Xcel will design and manage the manufacturing of products in an innovative Quick Time Response supply chain for four of Xcel's proprietary brands including IMNYC (designed by Isaac Mizrahi), H Halston, C. Wonder Limited and an additional brand targeting millennials created exclusively for the program. The innovative Quick Time Response supply chain model was developed by Xcel to create new ways for retailers to manage inventory in today's market environment.

Robert D'Loren, Chairman and CEO of Xcel Brands, stated, "We are very excited to implement this truly ground breaking business model innovation in our industry. We look forward to working with the team at Hudson's Bay and Lord & Taylor in launching this much needed inventory management solution." He further noted, "We are grateful to Ben Malka and his team at House of Halston for all of their collaborative work on this project."

The strategic partnership allows Hudson's Bay and Lord & Taylor to manage dynamic assortments of inventory that respond to customer demands. Xcel Brands will oversee and manage the design and supply chain and Hudson's Bay and Lord & Taylor will be the exclusive retail partners for the program for the United States and Canada.

"We're excited by the opportunity to partner with Xcel Brands to deliver compelling product to our customers in Canada and the United States," noted Liz Rodbell, President, Hudson's Bay and Lord & Taylor. "This new business model will help us quickly react to what's working and better serve our customers."

The collections will be available at Lord & Taylor and Hudson's Bay retail stores, and on both lordandtaylor.com and thebay.com beginning Spring 2016.

About Xcel Brands

Xcel Brands, Inc. (NASDAQ:XELB) 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. 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 Hudson's Bay and Lord & Taylor

Hudson's Bay Company (TSX:HBC), incorporated in 1670, is North America's oldest company. Hudson's Bay has grown to become Canada's most prominent department store, today operating 90 full-line locations, two outlet stores and thebay.com. Founded in 1826, Lord & Taylor is the oldest department store in the United States and one of the country's premier retailers. It operates 50 full-line locations primarily in the northeastern and mid-Atlantic U.S., four outlet locations, and lordandtaylor.com. Both retailers are part of the Hudson's Bay Company brand portfolio. www.hbc.com

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