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## **Xcel Brands, Inc. Announces Isaac Mizrahi Teams With 1-800-Flowers.com**

NEW YORK, April 13, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) announced today Isaac Mizrahi will team with 1-800-Flowers.com to offer a collection of beautiful and unique floral arrangements, plants and gifts, featuring Mizrahi's signature colorful style. The assortment includes azaleas, irises, orchids, white roses, and mixed bouquets. Small gifts include a set of candles, floral scarf, leather wristlets, and stationery. The collection will be available at 1-800-Flowers.com. Mizrahi has also partnered with FineStationery.com, a subsidiary of 1-800-Flowers.com, to create an exclusive line of seasonal stationery and greeting cards.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "I am excited to partner with 1-800-Flowers.com to launch our collection of Isaac Mizrahi floral arrangements. 1-800-Flowers.com is an industry leader, and we look forward to reaching our consumer in a new and exciting way through this co-branded partnership."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc., commented, "The flower arrangements I've created are meant to be bold, colorful, and modern. The flowers themselves are the stars, which is why the arrangements are kept simple, fresh, and beautiful. Color and florals have always been at the center of my design work so it made perfect sense for me to partner with 1-800-Flowers.com."

Jim McCann, CEO, 1-800-Flowers.com, Inc. noted, "We are delighted to work with Isaac Mizrahi on this special collection of floral arrangements. His knowledge and passion for flowers paired with his incredible design aesthetic will provide a unique gift offering for our customers to deliver smiles and express themselves perfectly."

### **About The Companies**

**Xcel Brands, Inc.** is a leader and innovator in the omnichannel retailing 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)

**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 Council of Fashion Designers of America (CFDA) awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Mr. Mizrahi is Chief Designer for the Isaac Mizrahi New York and ISAACMIZRAHILIVE! labels, a division of Xcel Brands, Inc. He is responsible for design and design direction. In 2012, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide and at [isaacmizrahi.com](http://isaacmizrahi.com). Previously, in 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)

**1-800-FLOWERS.COM, Inc.** is the world's leading florist and gift shop. For more than 38 years, 1-800-FLOWERS® (1-800-356-9377 or [www.1800flowers.com](http://www.1800flowers.com)) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. As always, our 100% Smile Guarantee® backs every gift. [1-800-FLOWERS.COM](http://1-800-FLOWERS.COM) was named a winner of the 2015 "Best Companies to Work for in New York State" award by The New York Society for Human Resource Management. [1-800-FLOWERS.COM](http://1-800-FLOWERS.COM) was awarded the 2014 Silver Stevie Award, recognizing the organization's outstanding Customer Service and commitment to our 100% Smile Guarantee®. [1-800-FLOWERS.COM](http://1-800-FLOWERS.COM) received a Gold Award for Best User Experience on a Mobile Optimized Site for the 2013 [Horizon Interactive Awards](#). The Company's BloomNet® international floral wire service ([www.mybloomnet.net](http://www.mybloomnet.net)) provides a broad range of quality products and value-added services designed to help professional florists grow their businesses profitably. The [1-800-FLOWERS.COM](http://1-800-FLOWERS.COM) "Gift Shop" also includes gourmet gifts such as premium, gift-quality fruits and other gourmet items from Harry & David® (1-877-322-

1200 or [www.harryanddavid.com](http://www.harryanddavid.com)), popcorn and specialty treats from: The Popcorn Factory® (1-800-541-2676 or [www.thepopcornfactory.com](http://www.thepopcornfactory.com)); cookies and baked gifts from Cheryl's® (1-800-443-8124 or [www.cheryls.com](http://www.cheryls.com)); premium chocolates and confections from Fannie May® confections brands ([www.fanniemay.com](http://www.fanniemay.com) and [www.harrylondon.com](http://www.harrylondon.com)); gift baskets and towers from 1-800-Baskets.com® ([www.1800baskets.com](http://www.1800baskets.com)); incredible, carved fresh fruit arrangements from FruitBouquets.com ([www.fruitbouquets.com](http://www.fruitbouquets.com)); top quality steaks and chops from Stock Yards® ([www.stockyards.com](http://www.stockyards.com)); as well as premium branded customizable invitations and personal stationery from FineStationery.com®([www.finestationery.com](http://www.finestationery.com)). The Company's Celebrations® brand ([www.celebrations.com](http://www.celebrations.com)) is a source for creative party ideas, must-read articles, online invitations and e-cards, all created to help people celebrate holidays and the everyday. Shares in [1-800-FLOWERS.COM](http://1-800-FLOWERS.COM), Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS.

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