



May 12, 2015

Xcel Brands, Inc. Announces Cameron Silver as Fashion Director of H by Halston

Collection to Debut Exclusively on QVC in September 2015

NEW YORK, May 12, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) announced today that Cameron Silver will serve as fashion director for the H by Halston and H Halston brands. H by Halston is scheduled to launch exclusively on QVC® in September 2015 and will be the third Xcel owned brand to debut on the ecommerce retailer. Xcel Brands acquired both the H by Halston and H Halston brands from Halston's intellectual property holding company in December 2014.

H by Halston will deliver contemporary designs inspired by the essence of this iconic American brand. The trend-right feminine collection will be modern and versatile. Silhouettes include caftans, jumpsuits, luxurious knits and jersey dresses, accompanied by architecturally inspired footwear and accessories. The fall/holiday collection includes 128 pieces ranging in price from approximately \$32 for knit tops to \$339 for leather totes. The line brings a present-day sensibility to Halston's design aesthetic, creating a one-of-a-kind collection for QVC consumers.

Robert W. D'Loren, Xcel's chairman and chief executive officer stated, "I am excited to announce the launch of H by Halston on QVC with Cameron Silver on board as fashion director. His deep knowledge and passion for Halston makes him an excellent addition to our team, and we look forward to working with him and QVC, which continues to be a strategic collaboration for Xcel Brands."

Silver noted, "I am thrilled to join Xcel Brands as fashion director for H by Halston. It is a privilege to represent such a storied American brand in the interactive media space, and I am looking forward to working with both Xcel and QVC on this new endeavor."

"Our customer is inspired by aspirational brands that encompass modern and fashion-forward designs," commented Doug Howe, executive vice president of merchandising and planning for QVC. "With the debut of H by Halston this fall, we look forward to continuing our relationship with Xcel Brands, introducing shoppers to the rich history of Halston and offering them a new option for accessible luxury in the apparel and accessories categories."

Xcel brands worked closely with John Frierson of Creative Artists Agency to bring Silver on board. As a global celebrity stylist and fashion historian, he is uniquely qualified to speak about Halston's evolution and its latest collection, H by Halston. In his capacity as fashion director, Silver will serve as the on-air personality at QVC. H by Halston is scheduled to be available beginning in September through QVC.com, the QVC apps or by calling 800.345.1515.

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

About QVC

[QVC, Inc.](http://www.qvc.com), a wholly owned subsidiary of [Liberty Interactive Corporation](http://www.libertyinteractive.com) (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 300 million homes worldwide through operations in the [U.S.](#), [Japan](#), [Germany](#), [United Kingdom](#), [Italy](#) 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](http://www.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.

Cameron Silver is the Fashion Director and on-air host of the H by Halston brand. As a global celebrity stylist, international

best selling author, and fashion expert appearing regularly on shows such as Good Morning America and CBS This Morning, he is widely recognized as a fashion and style authority. Cameron is also the founder of Decades, an acclaimed vintage retail store in Los Angeles, worshipped by fashionistas and collectors alike for an unparalleled collection of designer clothing and accessories dating from the 1920s to today. In 2012 he published the global best-selling book, *DECADES: A Century of Fashion*, and he has written for publications including Harper's Bazaar and C Magazine. Cameron also starred in the Bravo television show *Dukes of Melrose* which profiled his store, Decades. Named one of Time Magazine's "25 Most Influential Names and Faces in Fashion," he has styled celebrities for major red carpet appearances including the Golden Globes and Academy Awards and consulted for fashion and luxury brands around the world. www.cameronsilver.com

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