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Isaac Mizrahi Launched E-Commerce Site

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By **Brittney Dee**



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In an effort to better connect with his customers, **Isaac Mizrahi** has launched an e-commerce site for his company.

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Robert D'Loren, the chairman and chief executive officer of Xcel Brands Inc., which owns the Mizrahi brand, told *WWD* that the purpose of this new e-commerce site, Isaacmizrahi.com, is to create a central location to showcase all of the brand's products, in addition to allowing the designer to talk with his customers.

Currently, the Isaac Mizrahi New York Pink Label, which includes dresses, sportswear, footwear and accessories, is available for purchase on the website. In the fall, the website will also include products from the Isaac Mizrahi New York Black Label, which includes a higher-priced offering of silk blouses, classic denim and mikado dresses. A module consisting of video clips, Mizrahi's lifestyle blog and social media feeds will also launch this fall.

"This marks the beginning of the implementation of our social media strategy for Isaac. We want our Isaac Mizrahi customer to experience one brand in all the channels, with one consistent experience. This is the ideal way to be truly omnichannel," D'Loren told *WWD*.

This e-commerce venture is the last part of Isaac Mizrahi's four-pronged strategy. The company already is on its department store channel, as well as interactive television via QVC. It also has two freestanding stores.

In addition to its online presence, D'Loren said the company also plans to expand offline. By the end of the year, the brand will open at least two more freestanding stores. The shops will likely be used to help fill online orders throughout the country. Eventually, the goal is to have a more extensive product offering online than in stores.

Be sure to check out Isaac Mizrahi's new e-commerce site and let us know what you think of it in the comment section below.

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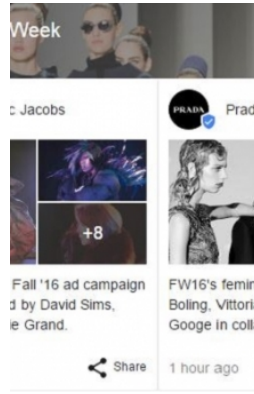
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