

Xcel Launches Mizrahi E-Commerce

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Xcel Brands has launched an Isaac Mizrahi New York e-commerce website that not only includes a range of product offerings but will also feature lifestyle and fashion content.

"E-commerce was the next step for Isaac Mizrahi; it completes the circle for Xcel's omni-channel sales strategy for the brand," says Robert W. D'Loren, chairman and chief executive officer, Xcel Brands. "Our omni-channel approach for Isaac Mizrahi now includes a significant and rapidly growing interactive TV audience, better department store doors, our own Isaac Mizrahi retail stores, and the new e-commerce site."

Phase one of the site, live now, offers consumers a wide array of Isaac Mizrahi New York product including women's sportswear, dresses, footwear, handbags, eyewear, watches, tech accessories and fragrance. A dedicated section of the site also consolidates the brand's social media feeds, providing insight into Mizrahi's inspiration and style.

The website will be expanded in the fall to include an Isaac Mizrahi lifestyle blog and product lines exclusive to e-commerce including cashmere sweaters, silk mikado dresses, tailored silk blouses and denim.

"I'm truly excited to launch e-commerce because it gives me the opportunity to display the full spectrum of the brand to my customer in one convenient place," says Mizrahi. "I can really show her what we stand for through the new website."

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