



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES ISAAC MIZRAHI NEW YORK SHOP IN SOUTHAMPTON

NEW YORK, June 7, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) announces the debut of the Isaac Mizrahi New York shop at 44A Main Street in Southampton. Xcel worked with commercial real estate firm, Newmark Grubb Knight Frank to execute the property lease. The shop will open Friday, June 7th.

The store spans 1,200 square feet and will offer customers a large array of products including apparel, fragrance, footwear, accessories, pet accessories, fine and costume jewelry as well as limited edition swimwear, sneakers, jellies, cover-ups and one of a kind handbags.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are very excited to debut the Isaac Mizrahi New York shop in Southampton. This is the first time that our customers can truly experience the Isaac Mizrahi brand as a whole in one location. We will use this store for both market and consumer research as we craft our retail rollout plan."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "This is a very exciting opportunity for Xcel and the brand. It's great for the consumer to see all products coming together in our own new retail environment. The shop is in one of my favorite places, Southampton!"

Xcel Brands, Inc. engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses. 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 CFDA awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Mr. Mizrahi recently launched the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections at brick and mortar retailers in Fall 2012 and Spring 2013. Previously, in December 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.isaacmizrahiny.com

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