

## XCel Brands CEO: Savvy Consumers Visiting QVC Instead of Mall

Gregg Greenberg Jul 8, 2014 1:34 PM EDT

 **TheStreet Video**

Cash strapped consumers are shopping at home to save themselves a trip to the mall, whether it be online or on QVC, said Robert D'Loren, CEO of XCel Brands. D'Loren said QVC is a hugely powerful medium for XCel to sell its Isaac Mizrahi brand because it reaches 325 million households worldwide. He said Mizrahi's weekly television shows reach over 2.5 million viewers per week and the brand has grown over 100% per year on QVC. D'Loren said the future of retail is a convergence between social media and television into "interactive TV." Finally, he said XCel plans to grow its three fashion lines organically both off and online.

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