

## Xcel Brands CEO, Robert D'Loren, Selected as Keynote Speaker for "Sourcing at Magic"

7/11/17

**Robert D'Loren**, Chairman of the Board and CEO of **Xcel Brands, Inc.** (NASDAQ: XELB), a brand management and media company, was selected as a keynote speaker for MAGIC Las Vegas, the nation's most comprehensive fashion marketplace and conference. Mr. D'Loren will be speaking at Sourcing at MAGIC, a division of the conference dedicated to exploring the global supply chain and best practices for keeping fashion moving forward. The show takes place from August 14-16, 2017 at the Las Vegas Convention Center.

Mr. D'Loren's presentation, "Fashion Innovation: Xcel Brands Reimagines Fast Fashion for Department Stores," focuses on the evolution of the fashion industry and the importance of developing a supply chain model that can rapidly respond to consumer demand. Mr. D'Loren will share Xcel Brands' strategies for cutting production development, sourcing and distribution lead times while delivering quality fashion to the consumer, at a price that they can confirm is fair. Mr. D'Loren has four decades of experience as an entrepreneur and innovator in the consumer products, media and real estate sectors, and has acquired and invested in more than 30 consumer companies. As Founder, CEO and Chairman of Xcel Brands, he spearheaded the company's unique omnichannel platform, connecting the channels of digital, bricks and mortar, social media, and now interactive television to **create a single customer view and brand experience for Xcel's brands. He led the company in achieving more than \$700M in annual sales and in recognition of his innovative business model, Xcel Brands was named a "2017 Top Innovator" by Apparel Magazine, a leading retail industry media outlet.**

"Xcel Brands, at its core, is a solutions provider to our retail partners. Our "quick-time response" model, which we've launched in Dillard's, Hudson's Bay and Lord & Taylor, helps bring shoppers into our partner stores more frequently and reduces widespread markdowns that have diminished the industry's profits," commented Robert D'Loren, Chairman and CEO of Xcel Brands. "We're very

encouraged by the positive impact our model has made in department stores, and I'm looking forward to sharing my experience and insights at the show.”

Mr. D'Loren has served on the Board of Directors for Iconix Brand Group, NexCen Brands, Longaberger Company, The Athlete's Foot, Bill Blass, Ltd., and others. Also, he serves on the Board of Directors for Achilles International, and as Chairman of IPX Capital, LLC and related subsidiaries, a consumer products investment company. Mr. D'Loren is a Certified Public Accountant and holds an M.S. from Columbia University and a B.S. from New York University.

**ABOUT XCEL BRANDS, INC. ([www.xcelbrands.com](http://www.xcelbrands.com))**

Xcel Brands, Inc. (NASDAQ: XELB) is a brand management and media company engaged in the design, production, licensing, marketing and direct-to-consumer sales of branded apparel, footwear, accessories, jewelry, home goods, and other consumer products, and the acquisition of dynamic consumer lifestyle brands. Xcel was founded by Robert W. D'Loren in 2011 with a vision to reimagine shopping, entertainment and social as one. Xcel owns and manages the Isaac Mizrahi, Judith Ripka, H Halston, C. Wonder and Highline Collective brands, pioneering an omnichannel sales strategy which includes the promotion and sale of products under its brands through direct-response television, internet, brick and mortar retail, and e-commerce channels. Headquartered in New York City, Xcel Brands is led by an executive team with significant production, merchandising, design, marketing, retailing, and licensing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 100 professionals focused on design, production, and digital marketing, Xcel maintains control of product quality and promotion across all of its product categories and distribution channels. Xcel differentiates by design.

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