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How Xcel Brands' Media First Strategy is a Win

By Jamie Grill-Goodman (/author-profile/jgoodman) - 06/27/2017

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"We like to think of ourselves as a media company that does fashion, not a fashion company that does media," says Robert D'Loren, Chairman & CEO, Xcel Brands (<https://events.ensembleiq.com/frontend/site/show-details?eventId=1980&object=speaker&id=761>), at the Retail Executive Summit (RES) 2017. Here, D'Loren (<https://events.ensembleiq.com/frontend/site/show-details?eventId=1980&object=speaker&id=761>) speaks with Joeseeph Skorupa, Editorial Director, RIS News about Xcel Brands' unique business model. He explains how the company is achieving such fast grow through its media strategy and supply chain speed.

The 16th annual Retail Executive Summit was held June 14-16, 2017 at the Four Season Resort (Scottsdale at Troon North) in Scottsdale, Arizona. The conference featured keynotes from retail leaders, peer-to-peer exchanges, relationship building, golf outing and the 7th annual CIO of the Year Awards. Click here for ongoing recaps from RES 2017. (<https://risnews.com/retail-executive-summit-2017>)

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