



Xcel Brands, Inc. Announces the Expansion of the H Halston Brand into the Home Category

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Xcel Brands, Inc. partners with Royal Heritage Home to debut a modern bedding collection from H Halston

NEW YORK, March 13, 2018 (GLOBE NEWSWIRE) -- (NASDAQ:XELB) Xcel Brands, Inc. today announced the launch of H Halston Home, which will debut with a bedding collection created in partnership with leading textile company Royal Heritage Home. Available in fall 2018, the modern and sophisticated collection is an extension of the H Halston brand, currently known for its contemporary apparel and accessories, available at Lord & Taylor, Hudson's Bay, Dillard's, and other select retailers nationwide.

H Halston bedding is designed with a minimalist hand and a modern aesthetic, for a polished, casual vibe that will appeal to both male and female consumers. Featuring shades of grey, blue and taupe in abstract organic prints and luxe, textured fabrics, the collection offers three-piece comforter sets, three-piece duvet sets, as well as coverlets, throws, shams and decorative pillows sold separately.

Chief Executive Officer of Xcel Brands, Robert D'Loren commented, "The expansion of H Halston into the home category is a natural extension of this heritage brand and represents a solid opportunity to drive growth. In addition, we are pleased to continue our relationship with Royal Heritage Home, following the successful launch of Isaac Mizrahi bedding in 2017."

"We're excited to be partnering with Xcel Brands as H Halston makes its first foray into the home space," remarked Michael Kaplan, President of Royal Heritage Home. "The bedding is distinctly H Halston in look and feel while instantly elevating any interior and providing unparalleled comfort."

Xcel Brands, Inc. (NASDAQ:XELB) is a media and consumer products 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 technology, design, merchandising, production, 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. The total lifetime retail sales of its brands exceed \$7.5 billion.

Royal Heritage Home has been a leading company in the home textile industry since 1978. Led by Jeffrey S. Tauber, the company's Chief Executive Officer, Royal Heritage Home's executive team offers its retail customers a wide range of home textiles products including: comforters, duvet covers, decorative pillows, beach towels, jacquard towels, solid color bath towels, printed bed sheets, embellished bed sheets, solid color bed sheets and window treatments. Using state-of-the art logistics, RHH handles EDI product fulfillment for America's largest retailers and also offers 24-hour turnaround on direct to consumer orders through its "Quick Ship Drop Ship Program." Its design team has curated some of the most successful bedding patterns currently being sold in the marketplace.

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Source: Xcel Brands, Inc