



Differentiate By Design

December 18, 2017

## **Xcel Brands, Inc. Named Winner in Best in Biz Awards 2017**

### **Across A Competitive Field of 650 Entries, The Leading Retail Innovator is Recognized as One of the Top Companies of the Year**

NEW YORK, Dec. 18, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB), a brand management and media company whose portfolio includes brands such as Isaac Mizrahi, Judith Ripka, H Halston and C. Wonder, has been named a silver winner for the medium-sized Company of the Year category in the 2017 Best in Biz Awards, the only independent business awards program judged each year by prominent editors and reporters from top-tier publications in North America. Xcel Brands was selected across a competitive field of 650 entries including public and private companies of all sizes and from a variety of industries and geographic regions in the U.S. and Canada.

An innovator and disruptor in the retail industry, Xcel Brands received this recognition due to its impressive growth, achievements and excellence in 2016 and 2017. Following its third consecutive year of double digit growth and reaching in excess of \$500MM in retail sales last year, Xcel Brands continues to make an impact on the retail industry through its "fast-to-market" model that delivers goods from sketch to store in as little as six weeks, compared to the industry average of six to nine months. In addition, Xcel uses its proprietary Integrated Technologies platform, which includes data science, trend analytics and social listening tools, to identify and execute on emerging trends and inventory opportunities. At its highest level, Xcel Brands is a solutions provider to its retail partners, acting as a virtual supply chain that gives the retailer the entire margin and works on a percentage of sales.

"We are honored to be recognized as one of the top Companies of the Year by the Best in Biz Awards," said Xcel Brands Chairman and CEO, Robert D'Loren. "This recognition is a testament to the hard work and dedication of our entire team, and the success and innovation that we've brought to our brands and retail partners through our fast-to-market approach. We are looking forward to the company's continued innovation and the growth it will drive in 2018."

Each year, Best in Biz Award entrants span a broad spectrum, from some of the most innovative local start-ups to the most recognizable global brands such as Wells Fargo, GoDaddy, Ernst & Young. The 2017 judging panel included individuals from leading publications such as the Associated Press, Forbes and Harvard Business Review, among others.

#### **About Xcel Brands ([www.xcelbrands.com](http://www.xcelbrands.com))**

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.

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