



Differentiate By Design

March 9, 2016

Xcel Brands, Inc. Announces the Expansion of the Collaboration Between Isaac Mizrahi and Dempsey & Carroll

NEW YORK, March 09, 2016 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) owner of the Isaac Mizrahi brands announces today that Isaac Mizrahi is bringing new designs to his Dempsey & Carroll collection of engraved social stationery. The new collection combines the signature florals and preppy prints found in Mizrahi's fashion designs with Dempsey & Carroll's expert engraving and luxurious paper, showcasing the designer's timeless, cosmopolitan style.

Isaac Mizrahi for Dempsey & Carroll, available for purchase in the Dempsey & Carroll New York City flagship and the brand's website, offers a variety of styles with prices ranging from \$60 to \$1,400. The collection perfect for spring, a gift for a graduate, and Mother's Day features colorful, feminine, and playful bespoke correspondence cards.

Isaac Mizrahi commented, "This collaboration showcases my overall design aesthetic in a new and tasteful medium. It's unexpected but once you see the collection, the integration of fashion and luxurious paper is a natural match. Those who love my fun print designs will want this stationery to send personal notes with style."

Lauren Marrus, Dempsey & Carroll's Chief Executive Officer added, "At Dempsey & Carroll, we are committed to preserving the art of hand-written correspondence. We love collaborating with like-minded brands who share our brand ethos and are also dedicated to their craft."

Xcel Brands, Inc. (NASDAQ:XELB) is a brand development 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, and C. Wonder 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 retailing, licensing, design, and marketing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 70 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its product categories and distribution channels. Xcel differentiates by design. <http://www.xcelbrands.com/>

Isaac Mizrahi has been a leader in the fashion industry for almost 30 years. Since his first collection in 1987, Mr. Mizrahi's designs have come to stand for timeless, cosmopolitan, style. He has been awarded four Council of Fashion Designers of America (CFDA) awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Mr. Mizrahi is Chief Designer for the Isaac Mizrahi New York and ISAACMIZRAHILIVE! labels, a division of Xcel Brands, Inc. He is responsible for design and design direction. In 2016, Mr. Mizrahi is launching his new collection IMNYC Isaac Mizrahi, available at Hudson's Bay and Lord & Taylor department stores. Previously, in 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHILIVE! on QVC. In addition, television audiences have come to value Isaac's media presence through his roles on "Project Runway All Stars" for Lifetime, "The Fashion Show" for Bravo and his own series for both Oxygen and the Style Network.

Dempsey & Carroll - Founded in 1878 and celebrated for its commitment to manufacturing in the United States, Dempsey & Carroll provides the finest quality engraving on rich cotton-fiber papers to political leaders, captains of industry and Hollywood icons. By using hand-engraved steel dies and the most luxurious papers, Dempsey & Carroll creates a rich experience for both the giver and receiver of personal correspondence.

Dempsey & Carroll's history, dedication to craft, exacting standards, meticulous attention to detail and warm customer service have distinguished its business for over 135 years and continue to set it apart as the finest purveyor of engraved social papers. (www.dempseyandcarroll.com)

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