



September 4, 2014

## **BAND-AID(R) Brand Announces Partnership With Xcel Brands, Inc. and Designer Isaac Mizrahi**

NEW YORK, Sept. 4, 2014 (GLOBE NEWSWIRE) -- BAND-AID® Brand Adhesive Bandages has teamed up with acclaimed fashion designer Isaac Mizrahi to create the next generation of designer adhesive bandages inspired by Isaac's current collections, it was announced today.

BAND-AID® Brand Adhesive Bandages by Isaac Mizrahi come in a variety of designs, including watercolors, hearts, stripes, camouflage and roses. They offer a glamorous way to cover up and protect cuts and scrapes for more fashionable healing. The new product will be available beginning in August 2014 in drugstores and online, at a suggested retail price of \$2.99.

"BAND-AID® Brand knows that covered wounds heal faster," said Carmen Nestares, Senior Marketing Director at Johnson & Johnson Consumer Companies, Inc. "We are delighted to introduce designer bandages from Isaac Mizrahi, so now consumers can cover up wounds more stylishly, too."

"I am thrilled about my collection with BAND-AID® Brand Adhesive Bandages," said Mizrahi. "Fashion is only good when it has an edge, so be ready with these gorgeous, colorful and fun bandages!"

### **About BAND-AID® Brand Adhesive Bandages**

BAND-AID® Brand Adhesive Bandages, leading iconic brand of Johnson & Johnson Consumer Companies, Inc., have long been a staple in a family's first-aid kit to cover comfort and protect, and as the brand has expanded over the years, so too has the technology and innovation behind it. BAND-AID® Brand has moved from offering strictly bandages to becoming a brand that offers a wide variety of products to meet the diverse needs of today's active families and their lifestyles. For more information visit [www.band-aid.com](http://www.band-aid.com) and "like" BAND-AID® Brand on Facebook at [www.facebook.com/bandaaid](http://www.facebook.com/bandaaid).

### **About Xcel Brands**

("Xcel") Xcel Brands, Inc. is a leader and innovator in the acquisition, design, licensing, marketing, and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail, and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC. 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 50 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its licensed product categories and distribution channels. Xcel differentiates by design. [www.xcelbrands.com](http://www.xcelbrands.com)

### **About Isaac Mizrahi**

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 CFDA awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." In Fall 2012, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide. Previously, in December 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. [www.isaacmizrahi.com](http://www.isaacmizrahi.com)

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