



Differentiate By Design

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Xcel Brands, Inc. Announces the Collaboration of Judith Ripka and Dempsey & Carroll

NEW YORK, Feb. 17, 2016 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) owner of the Judith Ripka brands announces today that Judith Ripka is bringing her brand's designs to Dempsey & Carroll's engraved social stationery. Judith Ripka for Dempsey & Carroll features a collection of high quality stationery, marrying the motifs and details found in Ripka's fine jewelry designs. This collection represents the ideals on which the brand built its global acclaim: love, luxury, and modern tradition.

Judith Ripka for Dempsey & Carroll is available on Dempsey&Carroll.com retails in its variety of styles with prices ranging from \$450 to \$4,400. The collection features bespoke correspondence cards, wedding invitations, and wedding RSVP cards. The colorways nod to Judith Ripka's signature gemstones and metals: amethyst, emerald, sapphire, ruby, silver, and her signature Celadon gold.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We're excited to bring Judith Ripka designs to a new space. Her intricate designs are well-suited for bespoke stationery, and are translated beautifully by Dempsey & Carroll in this new collection."

Made using Dempsey & Carroll's engraving, luxurious paper and hand-lined envelopes, the collection also features Ripka's intricate heart-shaped details, linen borders, and custom designs that reference the textures and motifs found in her most renowned collections. Both brands are rooted in timelessness and tradition, making this collaboration a natural fit.

Judith Ripka commented, "There is nothing better than experiencing beauty in all its forms. I design to share the beauty I see and feel all around me. I am thrilled to be able to bring beauty to stationary so that people may pass this on to others."

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/>

Judith Ripka Judith Ripka Ltd. is an American luxury jewelry brand that appeals to women of impeccable taste worldwide. Over the brand's 38-year history, it has become known for an immediately identifiable design DNA rooted in a timelessness and tradition which will appear forever modern. Known as the Queen of Hearts, Judith Ripka incorporates a matte finish, texturing, vibrant color, and, of course, hearts into almost every design. The attention to craftsmanship and materialization are evident in the intricate detailing and use of the highest quality stones and metals. Available in fine jewelry stores around the world, Judith Ripka Ltd. 18k Gold and Sterling Silver designs have been worn by notable celebrities such as Cindy Crawford, Kate Hudson and Rose Byrne. Judith Ripka Ltd. was ranked as one of the top five fine jewelry brands in the US by Women's Wear Daily in 2013, and is perceived as one of the most desirable and trusted luxury jewelry brands in the world.

Ms. Ripka serves as Chief Designer for Judith Ripka brands, a division of Xcel Brands, and oversees design and design direction. Among her many milestones, Ms. Ripka was chosen as one of "The Leading Women Entrepreneurs of the World" and received the DeBeer's Award for Outstanding Jewelry Design.

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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