



Differentiate By Design

April 12, 2017

Judith Ripka LTD. Announces New License Agreement with Pranda North America, Inc.

NEW YORK, April 12, 2017 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) has executed an exclusive license agreement with Pranda North America, Inc. to manufacture its Judith Ripka LTD. fine jewelry product lines. For the last 18 years, Pranda has been a trusted manufacturer of the Judith Ripka branded product lines.

Robert D'Loren, Chairman and Chief Executive Officer of Xcel Brand's Inc. remarked, "This collaboration marks a new chapter and an exciting future for our fine jewelry businesses and we are pleased to expand our partnership with Pranda."

ABOUT XCEL BRANDS, INC. (www.xcelbrands.com)

Xcel Brands, Inc. (NASDAQ:XELB) is a brand management 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, 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 production, merchandising, design, 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. Xcel differentiates by design. www.xcelbrands.com

JUDITH RIPKA LTD. (www.judithripka.com)

Judith Ripka Ltd. is an American luxury jewelry brand that appeals to women of impeccable taste worldwide. Over the brand's 40-year history, it has become known for an immediately identifiable design DNA rooted in a timelessness and tradition which will appear forever modern. Available in the fine department and specialty 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. A favorite among fashion trend setters, celebrities and style conscious women everywhere, Judith Ripka Ltd. was ranked as one of the top five fine jewelry brands in the US by Women's Wear Daily in 2013.

www.judithripka.com

Media Contact:

Stephanie Taylor
Xcel Brands Inc.
staylor@xcelbrands.com
347.727.2483