



Differentiate By Design

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## Isaac Mizrahi Signs an Additional License in Travel Space — Bringing Signature Style to Your Next Flight

NEW YORK, March 03, 2016 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) announced today that Isaac Mizrahi is expanding his presence in the travel space with an exclusive licensing agreement with MiWorld Accessories LLC to manufacture and distribute travel pillows, eye masks, travel blankets, luggage scales, passport holders, luggage tags, travel adapters, and travel kits and cases under the Isaac Mizrahi New York label. The collection will be available in major US department stores and independent specialty retailers.

As previously announced, Isaac Mizrahi New York luggage including hard and soft suitcases, boarding bags, backpacks, and duffel bags are manufactured and distributed through an exclusive licensing agreement with Signal Brands LLC. The line is currently available in better department stores and specialty stores in the United States, United Kingdom and Australia.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are excited to round out Isaac Mizrahi's presence in the travel space with the signing of MiWorld Accessories. Isaac is now able to bring his signature style to his customers and enhance their travel experience."

Isaac Mizrahi commented, "I love the glamour and excitement that comes with travel! My collection of luggage and travel accessories is perfect for the stylish woman who's always on-the-go."

**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. [www.xcelbrands.com](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.

**MiWorld Accessories LLC** is a premier manufacturer of accessories. MiWorld currently ships to retailers nationwide in all 50 states and internationally under their licensed and in house brands. They also work hand in hand with some of the nations top retailers manufacturing for private label products. [www.miworldaccessories.com](http://www.miworldaccessories.com)

**Signal Brands, LLC** is a global leader in the design, manufacture, distribution and sales of licensed fashion women's handbags, small leather goods and luggage. Signal Brands is a vertically integrated organization paying constant attention to research and development, design innovation and the adaption to market changes. Tailored focuses on customer satisfaction are important objectives of the wholesale and retail distribution for each brand. The philosophy of Signal Brands is to champion long-term partnerships through a comprehensive licensing experience — from inspiration, concept and design to production, sales and marketing. [www.signalbrands.com](http://www.signalbrands.com).

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