



Differentiate By Design

January 28, 2016

## **Xcel Brands, Inc. Collaborates With HP Inc. to Create Isaac Mizrahi Smartwatch**

NEW YORK, Jan. 28, 2016 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) announced today that fashion industry leader Isaac Mizrahi will team with HP Inc. to create the Isaac Mizrahi Smartwatch, Engineered by HP, combining Isaac Mizrahi's signature style with HP's advanced engineering.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "We're excited to partner with HP Inc. to create a truly beautiful smartwatch that is the first of its kind for fashionable women. HP is a leader in the technology space, and their engineering capabilities have been a perfect complement to the classic American sportswear brand that is Isaac Mizrahi."

### **DESIGNED BY ISAAC MIZRAHI**

Designed for the fashionable on-the-go woman, the Isaac Mizrahi smartwatch was inspired by a menswear-meets-feminine look. The design infuses the classic, chunky style of a menswear analog tank watch with a touch of femininity that allows women to subtly add smart technology into their everyday looks. Isaac Mizrahi designed this watch so women who want to look chic and need to stay connected in their busy lives can do it all with just a glance at their wrists. The watch offers essential features like message notifications, social media connection, and a pedometer.

The Isaac Mizrahi smartwatch- Engineered by HP, is made to look classic with its round shape, large roman numerals and interchangeable leather bands. The watch is available in two Swarovski Crystal-outlined faces in silver and gold-tone stainless steel, and the leather strap comes in five interchangeable colorways.

"I knew that I didn't want it to look like the average smartwatch," said Isaac Mizrahi. "It's hard to integrate something so modern and mechanical looking into a feminine look, and I wanted the design to be a hidden treasure. The result is beautiful, refined and will be every woman's BEST accessory."

The analog movement with digital display features a translucent color-matched dial that hides the digital display when inactive and features luminous hands. A traditional watch battery expected to last several years powers the watch functionality, and the smart capabilities have a five day battery life<sup>1</sup>, pending individual usage.

### **ENGINEERED BY HP**

Backed with the engineering of HP, the smart technology of the Isaac Mizrahi Smartwatch includes features that increase functionality relevant to the wearer's needs, without sacrificing style. Engineered by HP enables the beautiful design of the watch to become more versatile, while allowing users to step into the modern world of connectivity.

"As we continue to expand the Engineered by HP program portfolio, it is important for us to consider personal style, just as much as we expand the technology infused in these designs," said Sridhar Solur, General Manager, Wearables and Smart Platforms at HP Inc. "The Isaac Mizrahi smartwatch allows users to remain at the forefront of fashion, without sacrificing the connectivity that is so necessary with the way we live today."

With the use of the customized Isaac Mizrahi smartphone app, compatible with both iOS (8+) and Android (4.4+), notifications allow wearers to stay connected by sending through subtle notifications from social platforms, incoming calls, texts, emails and meeting alerts.

The Isaac Mizrahi Smartwatch, Engineered by HP, is available for purchase at <http://engineeredby.hp.com/isaacmizrahi/geolocate> for a retail price of \$249.99.

### **Xcel Brands, Inc.**

**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)

**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)

(1) Battery life duration varies based on the volume of data streaming between the watch and phone.

(2) Estimated U.S. street prices. Actual prices may vary.

For further information, please contact:

Quin Acciani  
Manager  
Lividini & Co.  
646-443-2067  
[quin@lividini.com](mailto:quin@lividini.com)

Stephanie Taylor  
PR Associate  
Xcel Brands, Inc.  
347-727-2483  
[staylor@xcelbrands.com](mailto:staylor@xcelbrands.com)

Mike Hockey  
Director, Personal Systems Media Relations  
281- 728-7242  
[Mike.hockey@hp.com](mailto:Mike.hockey@hp.com)