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Xcel Brands Inc. Announces the Launch of e-Commerce for Judith Ripka Ltd.

NEW YORK, Oct. 15, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB), owner of the Judith Ripka Ltd. brand, announced today the launch of the new Judith Ripka Ltd. fine jewelry e-commerce website, www.JudithRipka.com. For loyal fans of Judith Ripka and those just discovering the brand's designs, the website will be a destination to view the full spectrum of the collections. The fresh and beautiful aesthetic of the site represents the ideals on which the brand built its global acclaim: love, luxury, and modern tradition.

JudithRipka.com retails fine jewelry in both 18k gold and sterling silver. 18k gold jewelry ranges in price from \$1,250 to \$75,000 and sterling silver from \$195 to \$3,500. The signature designs feature stones such as quartz, sapphires of various colors, diamonds, blue topaz, emerald, mother of pearl, and canary crystal. This season's strongest design trends include tonal stories particularly in greens, pinks and blues; and mixing specially cut and faceted stones to generate dimension and texture. Key collections include: Allure, Delfina, and Estate. The shapes of the Allure collection were inspired by the glow of the full moon, using pink or white mother of pearl doublets. Delfina features genuine multicolored gemstones such as, chrome diopside, emeralds, green and pink tourmalines, and aquamarine. The Estate collection, one of Judith's signature designs, features art deco motifs rendered in a modern way.

Robert W. D'Loren, Xcel's Chairman and Chief Executive Officer stated, "Refreshing and rebranding JudithRipka.com allows our company to showcase this fine jewelry brand in an environment which suits the level of attention to design detail and craftsmanship for which the Judith Ripka brand is known. In addition to the brand's own e-commerce, we will continue to grow and develop this historic and luxurious product line and expand its distribution among independent fine jewelry stores globally."

Judith Ripka, Chief Designer of Judith Ripka products, commented, "I'm so delighted to announce the relaunch of my e-commerce site which will allow my designs to shine and my customers to see the breadth of my collections all in one place. It is with great pride that I continue to design and lead the brand I founded 37 years ago."

Xcel Brands, Inc. Xcel Brands, Inc. is a brand development and media company engaged in the design, 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 licensed product categories and distribution channels. Xcel differentiates by design. 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 37-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.

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