



Differentiate By Design

May 5, 2014

## XCEL BRANDS CHAIRMAN AND CEO, ROBERT W. D'LOREN, TO DELIVER KEYNOTE AT ALL-NEW IRCE FOCUS: BRANDS & B2B

### OMNICHANNEL INNOVATOR TAKES THE RETAIL WORLD BY STORM WITH LEADING EDGE STRATEGY

New York, NY - May 5, 2014 - On Monday, May 19<sup>th</sup>, Robert W. D'Loren, Chairman and CEO of Xcel Brands, Inc. (OTCQX: XELB), will present as a keynote speaker at the inaugural IRCE Focus: Brands & B2B Conference. Expert brand strategist, D'Loren, will guide the conference attendees through a journey into the future of the consumer brand experience, in his presentation of "Total Omnichannel: The Convergence of the Customer Experience through Brands, Stores, Web, Mobile and TV". D'Loren will discuss the power of Xcel Brands' omnichannel strategy and 3600 marketing approach, as well as the absolute necessity to deliver a strong and consistent brand voice that will resonate across every point of engagement.

"The IRCE Focus conference events draw an incredibly innovative group of individuals that deliver the insight and knowledge to position audiences for the future," said CEO and Chairman, Robert D'Loren, Xcel Brands. "This is a unique opportunity for me to share not only the Xcel Brands omnichannel story, but also the story of the omnichannel customer, and his or her desired brand experiences. These social customers have truly redefined the future of commerce, and businesses must, in turn, reinvent themselves to meet this future to sustain brand loyalty."

Robert W. D'Loren has successfully led the restructure and recapitalization of some of the world's most widely recognized fashion, retail, consumer brands and entertainment companies including: Bill Blass, The Athlete's Foot, Maggie Moo's, Pretzelmaker/Pretzel Time, Waverly Home and The Great American Cookie Company. An acclaimed dealmaker, entrepreneur and innovator of brand strategy, D'Loren's career debt exceeds \$1 billion, with equity investments in over 30 consumer product and entertainment companies. With a combination of winning brand management strategy and forward-looking vision, D'Loren leads Xcel Brands' talented divisions of brand architects and designers to produce superior and differentiated products.

The all-new IRCE Focus: Brands & B2B Conference, powered by Fit for Commerce, offers the very latest strategies for businesses and brands that seek to enhance their marketing technologies, and build lasting relationships with brand followers. Industry-leading executives from some of the most successful global companies, gather to share their expertise, experience and insights into the world of B2B and B2C e-commerce. The powerful schedule of events will run from Sunday, May 18 through Tuesday, May 20 at the Jacob K. Javits Center in New York City. The agenda is comprised of the highest quality presentations and interactive sessions, where conference attendees can expect non-stop,

informative experiences of digital ecommerce trends and strategies geared towards the future. The IRCE conference events inspire infinite connections and offer the best business solutions sources, all gathered in one place.

**About Xcel Brands, Inc.**

("Xcel") Xcel Brands, Inc. is a leader and innovator in the acquisition, design, licensing, marketing and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC.

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 50 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](http://www.xcelbrands.com)

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