

Isaac Mizrahi New York completed omnichannel strategy with e-commerce site

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New York -- Xcel Brands announced the launch of the first Isaac Mizrahi New York e-commerce website, IsaacMizrahi.com.

Phase one of the user-friendly website will offer a wide array of Isaac Mizrahi New York product offerings including women's sportswear, dresses, footwear, handbags, eyewear, watches, tech accessories and fragrance. Additionally, a dedicated section of the website will consolidate the brand's recent social media feeds, providing a view into what inspires Isaac's style.

The website will be expanded in fall 2014 to include an Isaac Mizrahi lifestyle blog and product lines exclusive to e-commerce.

Robert W. D'Loren, Xcel's chairman and CEO, stated: "E-commerce was the next step for Isaac Mizrahi; it completes the circle for Xcel's omnichannel sales strategy for the brand. Our omnichannel approach for Isaac Mizrahi now includes a significant and rapidly growing interactive TV audience, better department store doors, our own Isaac Mizrahi retail stores, and the new e-commerce site."
