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## Xcel Brands CEO Robert D'Loren To Speak At Fifth Annual Sourcing Journal Summit

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**Xcel Brands, Inc.** (NASDAQ: XELB), a brand management and media company, announced today that its Chairman of the Board and CEO, **Robert D'Loren**, was selected to speak at the 2017 Sourcing Journal Summit, an exclusive gathering of apparel and textile supply chain executives leading the sector's latest initiatives. This year's event theme, "Pain Points + Pivots," will explore the current challenges facing global supply chains, and how companies across a variety of industries can adapt and innovate in a challenging retail environment. The conference takes place on October 17, 2017 from 8:00 a.m. – 2:00 p.m. EST in New York City at Espace, an event space in Hell's Kitchen.

In his presentation, Mr. D'Loren will share the supply chain strategies he employs at Xcel Brands for cutting lead times of production development, sourcing and distribution while delivering quality goods to the consumer, at a price they can confirm is fair. Mr. D'Loren pioneered Xcel Brands' "quick-time response" model, which delivers goods from sketch to store in six weeks. One of Xcel's supply chain strategies, the "act-as-one" approach, plays a key role in the company's shortened supply chain. The approach brings several parts of the manufacturing process in-house to help reduce time lost in a typical design, sample and approval process. Factory technical designers and retail partner's merchants and planners, such as Dillard's, Hudson's Bay and Lord & Taylor, work in the same New York City location as Xcel's employees, creating a more efficient process. As a result, Xcel's innovative supply chain model allows the company to quickly capitalize on customer trends and preferences in real-time. The company's unique approach led to \$700M in annual sales.

"At Xcel Brands, we significantly reduced average production times to address pressure points in the supply chain, allowing us to respond quickly to consumer demand," commented Robert D'Loren, Chairman and CEO of Xcel Brands. "I'm honored to be speaking alongside several of the industry's game-changers and innovators. I look forward to offering greater insight into how companies can develop supply chain models that better meet the demands of today's digitally-minded consumer."

Mr. D'Loren has more than 40 years of experience as an entrepreneur and innovator in the consumer products, media and real estate sectors. He has acquired and invested in more than 30 consumer companies and has served on the Board of Directors for Iconix Brand Group, NexCen Brands, Longaberger Company, The Athlete's Foot, Bill Blass, Ltd., and others. To learn more, please visit [www.rdloren.com](http://www.rdloren.com).

The 2017 Sourcing Journal Summit is the fifth-annual conference hosted by Sourcing Journal, a retail trade publication geared toward apparel and textile executives, and focused on the sourcing and manufacturing landscape. The Summit brings together some of the world's leading sourcing and supply chain executives to discuss the trends that are shaping the industry.

### **ABOUT XCEL BRANDS, INC. ([www.xcelbrands.com](http://www.xcelbrands.com))**

Xcel Brands, Inc. (NASDAQ:XELB) is a brand management 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, C. Wonder and Highline Collective 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 production, merchandising, design, marketing, retailing, and licensing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 100 professionals focused on design, production, and digital marketing, Xcel maintains control of product quality and promotion across all of its product categories and distribution channels. Xcel differentiates by design.

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