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Xcel Brands Expands Its Fast-Fashion Program to Dillard's

The program at Dillard's will begin with Xcel's H Halston brand.

By [Vicki M. Young](#) on March 1, 2017

Xcel Brands Inc. has expanded its [Quick Time Response apparel](#) program to Dillard's department stores.

The first line headed to Dillard's is H Halston, which will begin showing on Dillard's floor sets and on the retailer's e-commerce site later this month.

The premise of Quick Time Response — a supply chain model based on speed to market — is to create new ways for retailers to manage inventory in today's market environment. The model helps retailers better respond to customer demands in real time, such as the “see-now-buy-now” shopping mind-set.

Xcel, a brand-management firm, officially launched its fast-[fashion](#) model in September 2015 when it signed an exclusive partnership with Hudson's Bay and Lord & Taylor. The partnership had Xcel designing and managing production for four of the company's brands: IMNYC, designed by Isaac Mizrahi, H Halston, C. Wonder Ltd. and Highline Collective, an in-house brand for Hudson's Bay that targets Millennials. With the exception of C. Wonder, the other three brands are already available through the program at Hudson's Bay and Lord & Taylor.

Robert D'Loren, Xcel's chairman and chief executive officer, said, “We initially contemplated Dillard's as a partner given that they do not geographically compete with Hudson's Bay Co. This is a great way to give our brands a national presence with a very controlled distribution strategy. We will launch H Halston this spring and, based upon the results of H Halston at Dillard's, additional brands will be explored in the future.”

Catherine Twist, the company's chief marketing officer, said Xcel chose H Halston for Dillard's because the collection — from desk to dinner, targeting a professional woman with an active

social life — was deemed best suited for the retailer’s customer.

Xcel acquired the two [Halston diffusion lines](#) in December 2014 for \$27.7 million in a combination of cash, stock and warrants.

The firm tapped stylist [Cameron Silver](#) as the [fashion](#) director for the H by Halston and H Halston brands in May 2015. H by Halston is the line sold to QVC and was first showcased on the home shopping channel in September 2015, with Silver as the brand’s on-air personality. H Halston is the line for retailers. Both are designed differently for the customers in each channel, although they each share the same minimalist DNA that is the hallmark of the Halston brand. Silver continues as the fashion director for both labels.



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