



FASHION NEWS / FASHION SCOOPS

Xcel Brands Signs New Licenses to Build Its Fast-Fashion Offerings

Xcel has been working on a fast-fashion module for department stores.

By [Vicki M. Young](#) on November 8, 2016



Xcel Brands Inc. has signed several new licenses for its company-owned brands that supplement its Quick Time Response **apparel** program at Lord & Taylor and Hudson's Bay stores.

Robert W. D'Loren, Xcel's chairman and chief executive officer, said the licenses are for complementary categories that provide growth opportunities in a world where "see-now-buy-now" is the new consumer shopping mind-set. "With these new partnerships we will continue to build meaningful lifestyle brands under the IMNYC Isaac Mizrahi and H Halston labels," D'Loren said.

Mizrahi and Halston are part of the fast fashion program at Lord & Taylor and Hudson's Bay stores.

The new licenses for Mizrahi are in the tech accessories and luggage categories, which are set to be available in retail for the spring. Bytech NY Inc. is the licensee for tech accessories, such as smartphones, PCs, tablets and personal audio for the Isaac Mizrahi New York, IMNYC Isaac Mizrahi and Isaac Mizrahi Live labels. Longlat Inc. is the licensee for a collection of hard and soft luggage under the Isaac Mizrahi New York and Isaac Mizrahi Live labels.

Komar is the new licensee for women's sleepwear and intimate **apparel** under the H Halston and H by Halston labels, with the product expected in stores in the spring.

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Komar is the new licensee for women's sleepwear and intimate apparel under the H Halston and H by Halston labels, with the product expected in stores in the spring. Gina Group LLC is the licensee for hosiery, socks and legwear for women, men's socks and children's hosiery socks and legwear, as well as men's and women's slippers under the H Halston and H by Halston labels. The product offerings are expected in stores in the spring. Also for the two labels is a line of nonoptical sunglasses and readers through a licensing agreement with B. Robinson. The line is expected later this year.

Xcel's Judith Ripka jewelry brand will be in the home category beginning in 2017 through new products — fashion bedding, bath, decorative pillows, window panels and valences — under license with Bentex Group Inc./Indecor LLC.

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