



Xcel Brands Inks Deal With Hudson's Bay to Develop Inventory Technology

Xcel Brands (XELB) said it has signed a deal with Hudson's Bay and Lord & Taylor to develop a rapid response inventory system which will allow the retailer to better manage its inventory and respond more quickly to customer needs. Xcel's CEO Robert D'Loren gives the example of a retailer that is able to order one item in a few colors and if one color starts selling out, more can easily be ordered from the manufacturer. The objective of the system will be to keep retailers from ordering inventory that may not sell. Xcel Brands, which owns the brands H by Halston, Judith Ripka, Isaac Mizrahi and its latest acquisition C. Wonder. D'Loren said the company plans to re-launch the brand on QVC in the spring of 2016 and in Hudson's Bay stores in the fall. D'Loren said, 'We think Chris Burch did an amazing job of reaching 5 generations of happy customers with the brand.' Xcel's brands sell on television, online and in brick and mortar retailers. TheStreet's Ruben Ramirez reports from the Nasdaq Marketsite in New York.