

FOR IMMEDIATE RELEASE

# CHARMANT

## ISAAC MIZRAHI NEW YORK SUNGLASSES

Elevate your look with the newest collection of Isaac Mizrahi New York sunglasses. Highlighting bold and retro-inspired frames and feminine design details, the collection embodies Isaac's signature cosmopolitan style.

### IM30247

This double-wire frame provides a personalized fit with plastic temples and adjustable nose pads. Feminine and modern, this style outlines the face with a metal front available in brown, gun metal, and pink.



### IM30248

An update to the 90's essentials, these elongated lenses feature a bold brow-line with adjustable nose pads and spring-hinged temples. Available in black, red, and tortoise.



### IM30249

Play with color and texture! Composed of acetate, these classic oversized frames are lightweight and casual with unexpected print details on the temples. Available in black/Havana, blue/daisy, and classic tortoise.



### IM30250

Take a trip to the Hamptons in these retro-inspired frames! A shallow B measurement and cat-eye frame complements everyday style. Composed of acetate, this sophisticated frame is comfortable, lightweight, and functional. Available in beige, black, and tortoise.



**IM30251**

Look no further for the perfect kitten shape! Composed of both plastic and metal this frame is durable. The lift to the round lenses embodies Isaac's feminine and playful design DNA. Available in black, pink/shimmer, and tortoise.



**IM30252**

This sharp cat eye gives an edge to your everyday look. Constructed with acetate, this marbled frame features a stark, solid brow-line. Available in black, blue, and red.



**IM30253**

A frame universally flattering for every face shape! Add drama with this oversized soft-square sunglass. Composed of all-acetate, available colors include brown, gray, and wine.



**IM30254**

Taking a cue from rounded 70s frames that are making a comeback. This pared down frame features round lenses and a metal composition. Available in black/polka dot, and brown and pink tie dye.



###

## About Xcel Brands

Xcel Brands, Inc. (NASDAQ:XELB) is a media and consumer products company engaged in the design, production, , 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 a ubiquitous 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. [www.xcelbrands.com](http://www.xcelbrands.com)

**Isaac Mizrahi** has been a leader in the fashion industry for over 30 years. Since his first collection in 1987, Mizrahi’s designs have come to stand for timeless, cosmopolitan, style. He has been awarded four Council of Fashion Designers of America (CFDA) awards, including a special award in 1996 for the groundbreaking documentary “Unzipped.” Mizrahi is Chief Designer for both the ISAACMIZRAHILIVE! and IMNYC Isaac Mizrahi labels, which are each divisions of Xcel Brands, Inc. In the Spring of 2016, Mizrahi launched IMNYC Isaac Mizrahi, available exclusively at Hudson’s Bay and Lord & Taylor department stores. Previously, in 2009, Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHILIVE! on QVC. Television audiences have come to value Isaac’s media presence through his roles on “Project Runway All Stars” for Lifetime, and his appearances on broadcast television networks where he offers his expertise on fashion and style. @isaacmizrahiny

### **About CHARMANT Group**

Based in Sabae-City, Japan, Charmant Group has over 50 years of experience in eyewear frame production and today is one of the world’s leading integrated frame manufacturer’s, covering design, production, marketing and distribution. With an extensive expertise in selling licensed brand names such as Isaac Mizrahi, Eddie Bauer, ELLE, and Esprit, the group has an international operating presence and distribution coverage in almost 100 countries.

###

**For further information please contact:**

Stephanie Taylor  
Manager of Marketing and Communications  
Xcel Brands, Inc.  
347-727-2483  
staylor@xcelbrands.com