

# Kleenex Brand Celebrates 90 Years Of Design; Announces Partnership With Xcel Brands, Inc. & Style Expert Isaac Mizrahi

## Mizrahi to Unveil Four New Kleenex Brand Designs in New York this Spring

DALLAS, Jan. 6, 2014 /PRNewswire/ -- As the industry leader, Kleenex brand, the inventor of both the facial tissue and single-use hand towels categories, has provided innovative products to help women meet their everyday needs in thousands of inspiring, award-winning designs. This January, in celebration of its 90<sup>th</sup> anniversary, the Kleenex brand is elevating its passion for design by partnering with well-known style icon Isaac Mizrahi to introduce four new and unique designs to the Kleenex Expressions line of products, offering consumers an affordable, high-quality designer accessory to help complete their look. Visit [www.Kleenex.com/style](http://www.Kleenex.com/style) to learn more and to find your Kleenex brand style.

"We're thrilled to be partnering with such an inspirational designer and we are excited about his creative contribution to our brand's portfolio," said Anna Elledge, Kleenex Brand Manager. "Our teams have worked together to select the final collection to commemorate the Kleenex brand anniversary, and I can't think of a better way to celebrate this 90-year milestone."

Kleenex brand worked closely with Mizrahi to cultivate a bold, uplifting and contemporary line to add style and function to an already successful line of products. While in the past, Kleenex brand has pulled design inspiration mainly from trends in home decor, inspiration for these special edition patterns was driven by the latest trends in fashion, making them truly one-of-a-kind. The four designs aim to evoke confidence and inspiration among consumers to help them express their personal style and step out of their comfort zones when it comes to incorporating the latest trends. The designs will be unveiled at a launch event in Midtown Manhattan in Spring 2014 and will be available in stores on April 1.

"Innovation has been a critical element to my personal success as a designer and something that is at the crux of the Kleenex brand and its design philosophy," said Mizrahi. "The brand has an impressive history of design and it's an honor to be included in the celebration of this important moment in time."

In addition to creating the designs, Mizrahi will provide his latest style advice and share his own experience as a design leader for more than two decades exclusively on the Kleenex brand website. Consumers can also view an interactive timeline highlighting 90 Years of Kleenex Brand Style and flip through some of Mizrahi's favorite Kleenex brand designs by visiting [www.Kleenex.com/style](http://www.Kleenex.com/style).

### **90 Years of Kleenex Style**

For 90 years, the Kleenex brand has provided innovative products in inspiring designs, offering consumers a small and affordable accessory to complete a look, whether at home or on-the-go. In just the past 10 years, Kleenex brand has curated more than 1,000 designs, winning more than 10 prestigious design awards including

the Diamond Pentaward in 2009. The brand works with design leaders from across the globe to deliver industry-leading designs and forms that are as beautiful as they are functional. Seasonal offerings, such as Kleenex tissue wedges and holiday designs, along with graphic updates keep the line fresh and give consumers an opportunity to incorporate Kleenex brand style into their everyday lives.

"Many people rely on Kleenex brand during times of sickness because of the exceptional protection that the tissue provides, and while the technology behind the tissue itself is extremely important, we want to take this time to recognize the thoughtful design that goes into the packaging in order to complement everyone's personal style," said Elledge. "Our team forecasts trends up to four years in advance to anticipate consumer needs and we refresh the designs on an ongoing basis. We're truly proud of the work we've done to stay on trend when it comes to design."

Whether pairing a design with your favorite ensemble or adding a seasonal touch to your home, Kleenex brand has a design to fit seamlessly into your look. Kleenex Everyday Tissue is thick and absorbent to help keep stuff off hands, while perfectly matching your everyday in a variety of formats and designs. From Kleenex Cool Touch to Kleenex Hand Towels and Kleenex Slim Packs to Kleenex Expressions, when it comes to softness, shapes and styles, only Kleenex brand has it all.

For more information on Kleenex brand products and to find your Kleenex brand style, visit [www.Kleenex.com/style](http://www.Kleenex.com/style).

#### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 142-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) and [Twitter](#).

#### **About Xcel Brands**

Xcel engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses. [www.xcelbrands.com](http://www.xcelbrands.com)

#### **About Isaac Mizrahi**

Isaac Mizrahi has been a leader in the fashion industry for almost 30 years. Since his first collection in 1987, Mr. Mizrahi's designs have come to stand for timeless, cosmopolitan, style. He has been awarded four CFDA awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Recently, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide. In December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHLIVE! on QVC. In addition, television audiences have come to value Isaac's media presence through his roles on "Project Runway All Stars" for Lifetime and his own series for both Oxygen and the Style Network. [www.isaacmizrahi.com](http://www.isaacmizrahi.com).

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