



UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

DIVISION OF
CORPORATION FINANCE

October 15, 2014

Via E-mail

Robert W. D'Loren
Chief Executive Officer
XCel Brands, Inc.
475 Tenth Avenue
New York, NY 10018

**Re: XCel Brands, Inc.
Preliminary Information Statement on Schedule 14C
Filed October 2, 2014
File No. 000-31553**

Dear Mr. D'Loren:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Maryse Mills-Apenteng

Maryse Mills-Apenteng
Special Counsel

cc: Via E-mail
Brad L. Shiffman, Esq.
Blank Rome LLP