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THE MICHAELS COMPANIES

Michaels Teams With Top Designer Isaac Mizrahi To Introduce Isaac Mizrahi "CRAFT"

IRVING, Texas, Sept. 25, 2014 /PRNewswire/ -- [Michaels](#), North America's leading arts and crafts store, is the exclusive retailer for Isaac Mizrahi CRAFT, the designer's new yarn collection debuting just in time for fall.

From super chunky to shimmery chic metallic, the line includes four New York-inspired, trend-driven collections:

- Lexington – super bulky in six bright prints for quick accessory projects and arm knitting
- Sutton – deep, rich color shades gently from one tone to the next for creating cowls, scarves and accessories
- Carnegie Hill – bulky with loops and threads of metallic for fall and winter accessories and shawls
- Carlyle – extremely lightweight neutrals with lofty metallic sheen for sweater and scarf projects

"Yarn, knitting, and crafts have always been a huge part of my life. To create this line I took my inspiration from the icons of New York, my home town which also happens to be the epicenter of American style and fashion," said Mizrahi, Creative Director for the brand. "My new yarn collection is filled with the colors and textures of fall 2014, and offers a completely fresh take on handcrafted design."

Isaac Mizrahi CRAFT, created by Premier Yarns, includes 4 different yarns in 24 fall and holiday colors.

"More and more young people are discovering knitting and yarn projects to create unique fashion and home looks," said Michaels Executive Vice President – Merchandising Philo Pappas.

"Mizrahi's beautiful new designer yarns appeal to those who want a nontraditional spin on their projects."

Project ideas and instructions are available on Michaels.com.

About The Michaels Companies, Inc.

The Michaels Companies, Inc. (Nasdaq: MIK), is North America's largest specialty retailer of arts and crafts. As of Aug. 2, 2014, the company owns and operates 1,147 Michaels stores in 49 states and Canada and 117 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. Visit www.michaels.com for additional information.

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." In 2012, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide. Previously, in 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHILIVE! on QVC. In addition, television audiences have come to value Isaac's media presence through his roles on "Project Runway All Stars" for Lifetime, "The Fashion Show" for Bravo and his own series for both Oxygen and the Style Network.

www.isaacmizrahi.com

About Premier Yarns

Premier Yarns, headquartered in Harrisburg, NC, has its finger on the pulse of fashion and craft trends from all over the world, bringing the newest ideas to craft stores and their customers every season. Founded in 2006, Premier Yarns set the mission to deliver quality hand-knitting basic and fancy yarns from its mills in Turkey to all crafters across North America. Premier Yarns collections have grown to encompass more than 70 hand-knitting yarns and includes Deborah Norville Collection® of yarns and needles.

About Xcel Brands

Xcel Brands, Inc. is a leader and innovator in the acquisition, design, licensing, marketing, and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail, and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC. Headquartered in New York City, Xcel Brands is led by an executive team with significant retailing, licensing, design, and marketing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 50 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its licensed product categories and distribution channels. Xcel differentiates by design. www.xcelbrands.com

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Video - <http://youtu.be/Jp-azwy8TBE>

SOURCE Michaels Stores, Inc.