

Halston Diffusion Line Coming to QVC In the Fall

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Halston at NYFW. Photo: Getty Images

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One of Halston's diffusion lines will be sold on QVC starting this fall. According to *WWD*, Xcel Brands, the new owner of H by Halston and H Halston, has mapped out plans for both of the diffusion brands: H by Halston is headed to QVC and H Halston will be picked up traditional retailers.

The QVC line will debut in September and there isn't a date set yet for when H Halston will be available in stores. "Both are designed differently for the customers in that channel, although they will share similarities, such as the same modern, sensual aesthetic that is [inherent] in Halston's designs," Robert D'Loren, the CEO of Xcel Brands, told *WWD*.

H by Halston will include caftans, jumpsuits, knits, jersey dresses, and footwear and accessories and the price point of the 128-piece line will range from \$32 to \$339. Cameron Silver, the fashion director for the diffusion lines, told *WWD* that the QVC line will "translate evening wear glamour into daywear and casualwear that's more accessible to consumers."