

# Xcel Brands (Tue, Jul 02, 2024)

Sell candidate since Jun 17, 2024 Loss -12.25%

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score: **-2.57**  
#/ 54200

Trend: Sell  
MV Long: Sell  
MV Short: Sell  
Pivot: Buy  
Volume: Sell  
MACD: Sell

## Tech commentaries:

The **Xcel Brands** stock price fell by **-2.02%** on the last day (Tuesday, 2nd Jul 2024) from **\$0.610** to **\$0.598**. During the last trading day the stock fluctuated **8.54%** from a day low at **\$0.597** to a day high of **\$0.648**. The price has fallen in 5 of the last 10 days and is down by **-12.25%** for this period. Volume fell on the last day along with the stock, which is actually a good sign as volume should follow the stock. On the last day, the trading volume fell by **-9 thousand** shares and in total, **14 thousand** shares were bought and sold for approximately **\$8.12 thousand**.

The stock lies in the lower of a wide and falling trend in the short term, and this may normally pose a very good buying opportunity. If the lower trend floor at **\$0.585** is broken, it will firstly indicate a stronger fall rate. Given the current short-term trend, the stock is expected to fall **-17.34%** during the next 3 months and, with a 90% probability hold a price between **\$0.484** and **\$0.592** at the end of this 3-month period. Do note, that if the stock price manages to stay at current levels or higher, our prediction target will start to change positively over the next few days as the conditions for the current predictions will be broken.

A buy signal was issued from a pivot bottom point on **Friday, June 28, 2024**, and so far it has risen 1.36%. Further rise is indicated until a new top pivot has been found. Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Xcel Brands** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. Also, there is a general sell signal from the relation between the two signals where the long-term average is above the short-term average. On corrections up, there will be some resistance from the lines at **\$0.604** and **\$0.678**. A break-up above any of these levels will issue buy signals. Furthermore, there is currently a sell signal from the 3 month Moving Average Convergence Divergence (MACD). Volume fell along with the price during the last trading day which is technical positive. One should, however, note that this stock may have low liquidity in periods, which increases the general risk. The very low volume increases the risk and reduces the other technical signals issued.

**Xcel Brands** finds support from accumulated volume at **\$0.590** and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance from accumulated volume at **\$0.700**, **\$0.718** and **\$0.741**.

This stock may move much during the day (volatility) and with periodic low trading volume this stock is considered to be "high risk". During the last day, the stock moved **\$0.0510** between high and low, or **8.54%**. For the last week the stock has had daily average volatility of **7.00%**.

**Xcel Brands** holds several negative signals and is within a wide and falling trend, so we believe it will still perform weakly in the next couple of days or weeks. We therefore hold a negative evaluation of this stock.

**Risk: High**

**Evaluation: Sell Candidate**

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