

Second life for C. Wonder — with a celebrity stylist as pitchman

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Photo via Getty Images

New York -- Specialty lifestyle retailer C. Wonder has new owners and a new strategy — one that will bring it directly into homes nationwide.

On Friday, Xcel Brands completed its **\$12.5 million acquisition** of C. Wonder from Burch Acquisition LLC. Xcel also named appointed celebrity stylist Brad Goreski as creative director of the brand. Goreski, a colorful personality and a panelist on the E! channel's "Fashion Police" show, will also serve as the on-air personality for the brand on QVC.

Xcel plans to launch the revamped C. Wonder on QVC in spring 2016. Categories will include apparel, accessories, footwear and jewelry; housewares, home decor and gifts are scheduled to launch on QVC at a later date. It will be the fourth Xcel-owned brand to be showcased on the interactive video and ecommerce retailer.

"This highly synergistic acquisition is a significant milestone for Xcel and will enhance our position as a leading brand development and media company," said Robert W. D'Loren, chairman and CEO, Xcel, which owns the Isaac Mizrahi, Judith Ripka, H by Halston and H Halston brands. "Brad (Goreski) rounds out our fashion celebrity team. This gives us an opportunity to create a very powerful fashion and jewelry media line upon TV and in social media with Isaac Mizrahi, Cameron Silver, Brad Goreski and Judith Ripka."

The Xcel transaction included includes the C. Wonder and C. Wonder Limited trademarks and related designs and other intellectual property rights."