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## 'Fashion Police' Co-Host Brad Goreski Named Creative Director Of C. Wonder

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By Britteny Dee



**C. Wonder** [filed for bankruptcy](#) back in January and sold its intellectual property rights, trademarks and related designs to Xcel Brands last month. Now [it's being reported](#) that C. Wonder will launch on QVC in spring 2016.

**Brad Goreski**, the former exclusive brand stylist for **Kate Spade** who was named the new co-host of "Fashion Police" earlier this year, will serve as the new creative director of C. Wonder, as well as the on-air personality for the brand at QVC.

"I was a big fan of C. Wonder before. This was something I wanted to do for a while," Goreski told WWD.

Although C. Wonder was a full-on lifestyle brand, its first QVC collection will only consist of apparel, accessories and jewelry.

"The brand is in the best hands with Xcel, and we know they will be incredible stewards of our commitment to delight and surprise our customers at every turn," **Chris Burch**, C. Wonder founder and designer **Tory Burch's** ex-husband, [told WWD](#).

In addition to appearing on "The Rachel Zoe Project" and his own show, "It's a Brad, Brad World," Goreski has also [styled \*\*Jessica Alba\*\*, \*\*Demi Moore\*\* and \*\*Rashida Jones\*\*](#) among others.