

New C. Wonder parent hires 'Fashion Police' cohost Brad Goreski as creative director

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Brand development company [Xcel Brands Inc.](#) has finalized its \$12.5 million acquisition of C. Wonder, and has hired celebrity stylist [Brad Goreski](#), who is also a new cohost of E!'s "Fashion Police," as the brand's new creative director.

New York City-based Xcel Brands (OTCBB: XELB), which also owns and manages fashion labels [Isaac Mizrahi](#) and H by Halston as well as the jewelry brand [Judith Ripka](#), will be taking C. Wonder in what appears to be a few new directions. For one, it will be reintroducing what was strictly a brick-and-mortar based brand on a home shopping platform.

C. Wonder's new offerings will begin showing exclusively in spring 2016, with Goreski serving as the on-air personality for the brand at QVC, [the company said in a release.](#)

Categories for spring will include apparel, accessories, footwear and jewelry ranging in price from approximately \$29 to \$34 for knit tops to \$248 for leather handbags. Housewares, home decor and gifts are scheduled to launch on QVC at a later date, the release stated. .

Secondly, the company is giving the brand—which before now has been associated mostly with founder [Chris Burch](#)—a new face from the fashion world with Goreski. Once the former exclusive brand stylist for Kate Spade, Goreski was also named the new cohost of "Fashion Police" earlier this year. [Jessica Alba](#), [Demi Moore](#), [Rashida Jones](#) and [Lea Michele](#) are among the celebrity clients that he has dressed and accessorized.

The cash-and-stock deal finalizes an agreement that was announced July 17, in which the New York City-based Xcel Brands said it would acquire both the brand trademarks for C. Wonder and C. Wonder Limited and its intellectual property rights from owner [Chris Burch](#). The retail chain had filed for Chapter 11 bankruptcy and closed most of its stores earlier this year.

Burch, the founder and CEO of Burch Creative Capital is also the cofounder of [Tory Burch LLC](#) and was once married to Tory Burch herself. When he launched C. Wonder, she accused him in court of doing a cheap knockoff of her namesake brand. They resolved their legal battles in 2012, but C. Wonder struggled financially, with critics saying that the brand expanded too fast and in areas that were too pricey on rents.

In a statement, [Chris Burch](#) said the company was "delighted" to announce its next chapter.

"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," he said in a statement.