

# racked

NEWS • Shopping • Intelligence

## C. Wonder Hired Brad Goreski to Design, Sell the Brand on QVC

ERIKA ADAMS • Aug 6, 2015, 9:31a



C. Wonder is coming back (sort of) and Brad Goreski is going to lead the revolution. According to *WWD*, C. Wonder's new owner, Xcel Brands, has hired Goreski as the new creative director of the brand and he'll serve as C. Wonder's on-air personality when it launches exclusively QVC in spring 2016. Goreski, is a member of the struggling *Fashion Police* team and was formerly Kate Spade's exclusive brand stylist. He got his start on TV when he appeared as a stylist on Bravo's *The Rachel Zoe Project*.

Xcel Brands, which also owns Isaac Mizrahi and H Halston, said that it doesn't plan on opening any C. Wonder stores in the US, so for now, QVC will be the only place to buy the new C. Wonder line. When it launches, the line will range from \$29 to \$34 for knit tops and run up to \$248 for leather handbags. The initial line will include apparel, footwear, jewelry, and accessories, although there are plans to introduce home goods later on.

Descriptions of the line's aesthetic are still very vague. "I want to make people feel excited and wonderful," Goreski told *WWD*. "I want them to feel that they are ready to have the best day of their life."

While there aren't plans for any standalone C. Wonder stores, Xcel Brands confirmed to *WWD* that there are plans for a C. Wonder offshoot label that will be available at "better department stores" in the future.