



WILL WONDER NEVER CEASE?

## C. Wonder Returns, With Brad Goreski at the Helm

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The next chapter for C. Wonder, which [filed for bankruptcy](#) in January, should be an interesting one. Xcel Brands — which also owns the rights to H Halston, [Isaac Mizrahi](#), and Liz Claiborne — bought the brand name and its intellectual property from founder Chris Burch's company for \$12.5 million last month. And they haven't wasted time finding a well-known name to front it. Stylist Brad Goreski, who co-hosts E!'s *Fashion Police*, has been brought on as the creative director, [Women's Wear Daily](#) reports. In part, Goreski's TV experience may have been a deciding factor, since the revived brand will launch on QVC for spring 2016, and Goreski will host the segments.

One thing that hasn't changed: Despite having started as a "revenge retail" project, C. Wonder was almost aggressively themed around joy, and it sounds like that will continue in this new iteration. Burch [once told New York](#), "I really just want to make women happy." Goreski echoes, "I want to make people feel excited and wonderful. I want them to feel that they are ready to have the best day of their life." One person who's very ready to have the best day of her life picking out colorful trays and snap bracelets is Goreski pal Debra Messing, who [tweeted in response to the news](#), congratulating him with many exuberant emoji.