Preppy mixed with funk.

That’s how I’d describe what greets you as you step into C. Wonder, or what I’ve nicknamed Wonderland, the newest store at Lenox Square.

It’s not common for me to find the kind of shop that sells clothes that both my teen daughter and I would want to wear.

The options are fun, with a professional edge. Or professional, with a fun edge. It just depends on the item you select.

Then there’s jewelry—the charm bracelets are my favorite, complete with whimsical pieces like the box of popcorn which opens to reveal one little popped kernel dangling from a tiny chain. Or, there’s the pre-made bracelet that comes complete with charms ideal for the world traveling type.

You’ll also find shoes, sunglasses, handbags and totes.

What else will you discover? Lots of home décor options that could double as great gift ideas.

And other fun finds, like roller skates, iPhone speakers, and even cool props (like the flying pig statue) that I’m told will eventually be sold to customers, too.

The big sales point for this store is pricing. It’s touted as luxury for less.

Want to know more about the story behind the store? Listen to Jon Zeiders, the Vice President of Merchandising, as he explains to me what makes C. Wonder different from other stores you see.

Reader note: I was invited into the Atlanta store before it’s big opening and provided with a gift bag. The opinions you see are my own.