



Magic Happenz

Our mission is to create a *wonderfuntastical* experience in our stores through safe, “hands on play” that inspires imagination, creativity and a sense of wonder for individuals of all ages. We inspire our Wonder Workers, customers, community and the charities we support through lively engagement and sincere customer care.



Convenient Locations

Wonder Works is comprised of four South Carolina Lowcountry retail stores and a corporate headquarters distribution center. From historic downtown Charleston to the sandy beaches of Kiawah Island, our stores are prominently positioned to provide children and families with a magical experience that is exclusive to the thriving Charleston, South Carolina area.



Head Magic Maker

Christine Osborne sparked the magic of Wonder Works over 25 years ago. As a renowned toy industry expert, she leads the company with her contagious spirit, enthusiasm, and intuition.

She sits on several national toy industry boards including ASTRA, serves on the Board of Advisors for the Charleston Metro Chamber of Commerce, along with numerous privately held company boards and the Charleston Harbor Accelerator Board. Christine is the proud recipient of numerous local, regional and national industry and business leadership awards and accolades.



Magic Makers

The Wonder Works family is committed to our company mission and philosophy - to make magic happen for our customers and our community. As toy professionals and enthusiasts, we are dedicated to providing an environment that inspires wonder for everyone we have the opportunity to serve.



Customer Care Philosophy

With more than 2,500 specialty toys, gifts, books and gadgets in every store for hands-on play, Wonder Works is more than a toy store - it's an experience. We encourage our customers to roll up their sleeves and play, while our magic makers are on-site to help find that perfect toy. We care about each and every customer and often greet shoppers by name and with a hug when they walk through our doors.



Hottest Toy Trends

With the uncanny ability to spot a craze and predict hot items before they even hit the shelves, Christine Osborne leads our team with a passion to provide children and families with the most magical specialty toys that help develop social, mental and physical skills. Our team of magic makers travel the country to meet toy inventors and hand-select the hottest toys for all ages of imagination. Wonder Works continually receives local and national recognition for being the hub of booming trends.



Clubs & Classes

We build lifelong customer relationships through the various clubs and classes we offer throughout the year. From hands-on activity classes to birthday parties, trade-and-play collectible clubs, toy testing labs and in-store events, our experiential activities make every day at Wonder Works an experience.



Our WonderFUNtastical Branding Approach

Everything about Wonder Works is magical and whimsical, right down to our marketing strategy. Our grandiose clouds, colorful signs and heartfelt mission combined with our exclusive “toyritic” jargon bring our company brand and personality to life in every marketing communication and customer touchpoint.



Industry Leaders

Wonder Works has been recognized extensively for our achievements and influence in our local community and national specialty toy industry.

“Best Toy Store” by Charleston City Paper 2011-2016 | “One of the South’s Best Toy Stores” by Southern Living magazine | ASTRA “2013 Retailer Excellence Award” | “Small For Profit Business of the Year” by Coastal SCORE in 2013 | “Small Business With Outstanding Citizenship” by SCORE National in 2013 | “Small Business of the Year” by MSNBC in 2011 | Charleston’s “Most Influential Women in Business”



Industry Product Development & Guidance

As the ultimate specialty toy industry expert, Christine Osborne serves on boards with several toy manufacturers to help create the next generation of ground-breaking toys. She mentors inventors and corporations through their business development, tests products for sustainability and safety and lends industry expertise and guidance to budding CEOs.



Springboard for Local Inventors

As an integral member of the Charleston business community, we have an unwavering commitment to guide and promote the development of local inventors and child entrepreneurs, oftentimes resulting in national sales growth and exposure. A section in each of our stores is dedicated to local products from authors, artists, musicians, toy developers and even children that have created their own products to sell.



Kids for a Cause

We believe that wonder is inspired by the child's heart in all of us. For this reason, we have embraced 'kids for a cause,' children who have created charities or products to raise money for causes they are passionate about. This is a very unique opportunity for Wonder Works to not only support the hope and wonder of these charities through promoting their products in our stores and at our events, but to also educate and inspire others to dream big and make our community and the world a more wonderful place for all.



Community Activation

Our door is always open as we embrace community involvement, service and caring to make our very special community a better place.

Wonder Works is devoted to supporting the talented children in the Charleston community providing event platform and activation opportunities for child entrepreneurs, child musicians and singers, child authors and 'kids for a cause'. Wonder Works curates events large and small throughout the year including **Elfstravaganza**, a holiday event we created and host annually which draws thousands of community members to our store; and **Wonderfest**, an active play children's annual event in the spring we created and merged with one of the largest 10K races in the nation, The Cooper River Bridge Run.



Buy Local Activism

Wonder Works is passionate about sustaining the growth of the local economy. We enthusiastically fuel the Buy Local movement, encouraging local retailers to support the cause and influencing consumers to choose to buy from local stores versus national chains, which results in a larger percentage of the money spent locally to be reinvested in our local economy.



Our Commitment

For over 25 years, Wonder Works has provided the Lowcountry with an experience like no other. We remain committed to inspiring our customers, community, and charities through our passionate yet whimsical philosophy for many years to come.

