



**1<sup>st</sup> March 2007**

**- GREEN IS THIS SEASON'S MUST-HAVE -**

Not the colour, but the cause, as ethical products become the most desirable items for fashionistas. Fair-trade products aren't only for celebrities like Chris Martin and Gweneth Paltrow, as Peacocks launches its first ever organic range of cotton T-shirts and brings its own style of green fashion to the high street. The UK's hottest value fashion retailer already sells over 100,000 T-shirts every week and from April this year will be doing its bit to help protect the environment when the new range lands in store.

Far from the hippy eco-activist stereotype, the range is all about casual chic; smocked empire lines, double layered puff sleeves and gathered vests create the perfect Prairie Girl look in a choice of ditsy florals, pretty pink, cool cream, chocolate and navy, with a naturally low price tag of £8.



**With its best ever collection, no wonder Peacocks is the UK's hottest value fashion retailer. Are you prêt-a-Peacocks?**

For further information, products or images please contact Helen Croft at ZPR on 0207 896 3201 or email [peacocks@z-pr.com](mailto:peacocks@z-pr.com)

**Editor's notes:**

- The Peacock Group has a long history – the first Peacock store opened in Warrington in 1884. The early 1990's saw dramatic growth and the company floated on the London stock exchange in December 1999.
- The company was taken private by a consortium of investors in January 2006;
- Peacocks is part of The Peacock Group who also own bonmarche;
- Between, 30 and 50 new womens wear lines arrive in store every week.
- Peacocks has been recognised externally winning awards such as Drapers Value Footwear Retailer of the year 2006 and Best Value Retailer of the Year 2005.
- Peacocks takes its responsibilities seriously and was awarded Cancer Research's Flame of Hope Award as business supporter of the year 2006 recognising the contribution Peacocks has made to the charity through in-store promotions, colleague fund raising and customer support.
- Peacocks has over 470 stores in the UK and employs over 5,000 people it also has 43 franchises in 13 countries including Turkey, the Middle East, Ukraine and Russia.