



2 May 2007

Peacocks Votes Manchester Most Fashionable in UK

- unique new concept store to open in Arndale Centre -

From tiny boutiques to huge department stores, Manchester is a Mecca for shoppers, and Peacocks is pleased to announce the opening of its first unique, new concept store in the Arndale Centre on Thursday 10th May. Peacocks recognises the city as one of the most fashion conscious in the UK, and that's why they have chosen Manchester as the place to launch its 'store of the future' to bring its best ever summer high fashion ranges for women, men and children as well as 36 new jobs.

As part of its ambitious £21.5m growth programme announced earlier this year, Peacocks is committed to improving the directional fashion mix and refocusing its credentials in key city centres, as well as giving stores a more fashionable face lift. The Arndale Centre is a prime retail location in Manchester, with a high mix of fashion retailers and strong footfall, and is seen as the perfect location to launch the new concept, which emphasises the fashionability of Peacocks and the massive change in the brand that's taken place over the last year.

Quirky oversized chandeliers, antique wardrobes and trunks, and gallery style graphics give an artisan feel to the new generation store, contrasting with the crisp white walls, modern lighting, high ceilings, and brushed metal and chrome fixtures; all of which make the 7000 square foot space more contemporary than existing stores.

New fixtures including chrome scaffolding will be used in the men's area, with rugged brick walls, car tyres, grey pearlised mannequins, rope and metal hooks; making a truly masculine area within the store. Womenswear retains its strong presence as you enter the store, with part walls wearing customized, distressed wallpaper, hanging chairs for high level displays and extravagant cream antique wardrobes. The final element will be earthy green pearlised mannequins displaying the latest high fashion looks, while children's wear will appear in a

scaffold tower supported by strong graphics taking elements from both the men's and ladies displays. The whole store is easy to navigate; with women's, men's, children's and footwear having their own clear identity.

Tim Bettley, Peacocks' managing director said; "Manchester is one of the top trend setting cities in the UK and shoppers want the hottest fashion must-haves at the best prices on the high street, that's why we've decided to launch our new concept store here."

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For further information, products or images, please contact Lucy O'Brien at ZPR on 020 7896 3404, or e-mail lucy.obrien@z-pr.com

Editor's notes:

Address: L23/25 Arndale Northern Extension
Manchester

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Floor space: 7,000

- 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 Bonmarché;
- Between, 30 and 50 new womenswear 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 over 60 franchises in 13 countries including Turkey, the Middle East, Ukraine and Russia.