



April 2007

- FAST FLYING OFF THE SHELVES FASHION AT PEACOCKS -



Going for gold sequin dress £30



Stunning floorsweeper £25



High waisted hotties £10  
metallic vest £8

For the savvy shopper who wants to enjoy the latest looks with out breaking the bank, Peacocks is the obvious choice this summer.

Selling a babydoll dress every minute, over 2,000 pairs of leggings, completely selling out of our first range of our must-have maxi length dresses in just two weeks and after hitting the stores this week the new organic range is already another success, all proving that Peacocks' current offer is a big hit on the high street this spring.

This season Peacocks has concentrated on low priced total fashion looks. Allowing customers to create complete outfits within their budget, coordinating separates, accessories, footwear and even lingerie!

To keep up with the demand Peacocks will be opening 12 new stores over the next couple of months. These will include Old Street, Manchester, Lakeside, Leeds and Southampton.

## Peacocks are in Vogue

- ends -

For further information, products or images please contact Helen Croft at ZPR on 0207 896 3201  
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### 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 Bonmarché;
- Between, 30 and 50 new women's 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 over 60 franchises in 13 countries including Turkey, the Middle East, Ukraine and Russia.