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SHOPPERS GO WILD FOR STYLES IN STORE

- Peacocks' 500th store unleashes Gateshead's animal instincts -



The UK's hottest retailer Peacocks opened its 500th store this morning to crowd of 200 waiting shoppers hoping to be the first ones through the doors to receive a free £50 voucher. Shoppers snapped up the latest animal print looks with a chiffon leopard print blouse and faux fur leopard jacket both flying off the shelves. A special Peacocks gold discount card was on offer for the 500th customer at the store, and Elouise Leonard from Newcastle was the lucky winner in more ways than one;

"I've been on a mission to find the perfect outfit for a Christmas party," said Elouise, "I've been hunting for the leopard blouse but it had sold out in other stores so when I saw the new Peacocks was opening here I had to come down. I love the new layout and style of the store, it's been a really enjoyable experience shopping here and I'll definitely be back this week to use my discount card with my mum!"

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For further information, products or images, please contact Lucy O'Brien or Helen Croft at ZPR on 020 7896 3404, or e-mail 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 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 500 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.