

Peachaus



Hope is woven into our every
fabric and style

Our Story

We are here do do fashion differently

We craft beautiful, ethically made underwear and clothing. But we have a much bigger purpose. With the right caretakers, the fashion industry can be a space full of humanity and hope. So, we're creating a platform and retail experience that centres on connection, collaboration and positivity.

Because that's how we can ignite change.

Our Purpose

To ignite the power of 'we' and leave a lasting positive legacy

Our Vision

To be an agent of change in building a better fashion system

Our Mission

To inspire hope and collective change



Our Founders

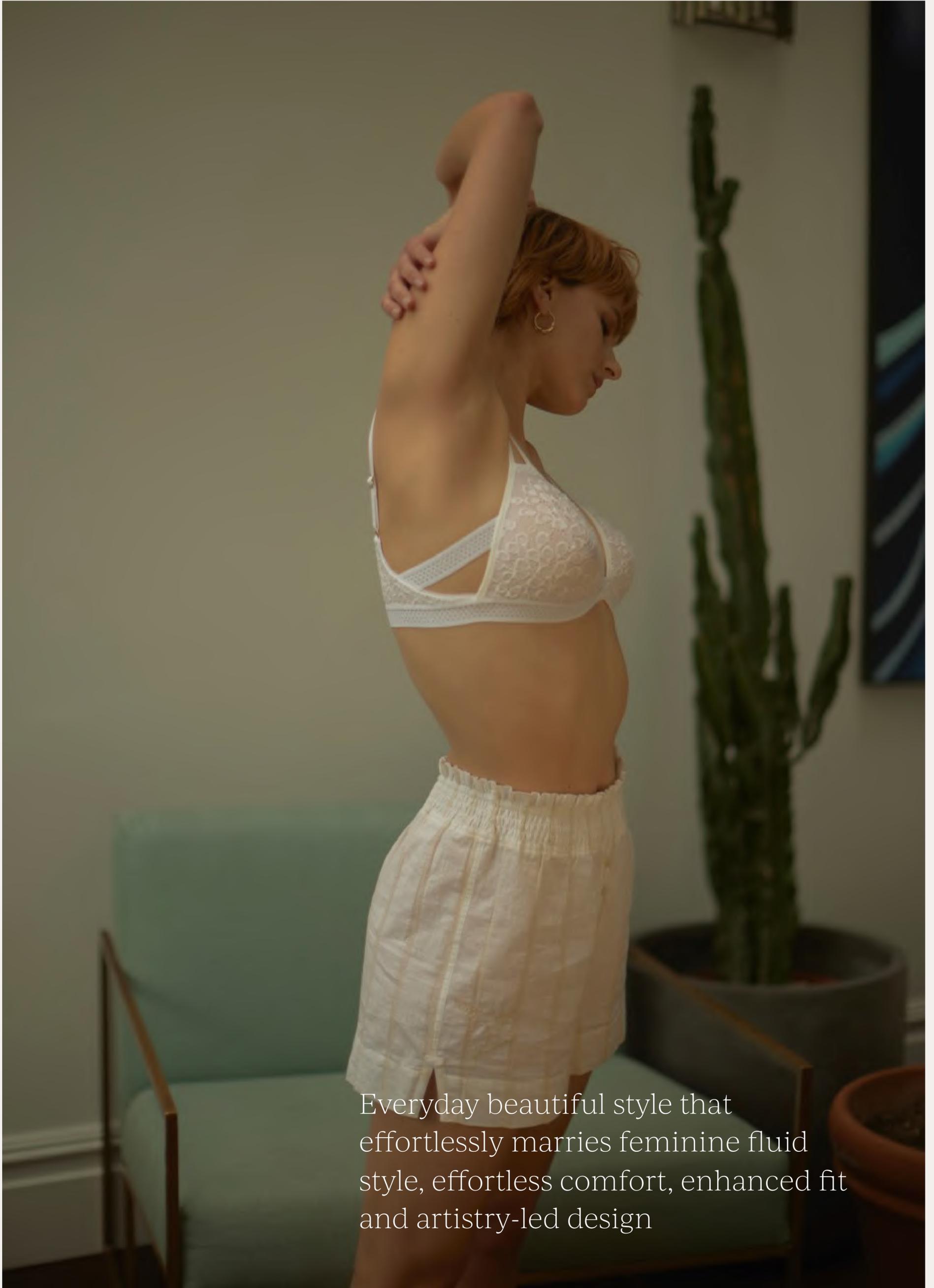
Gillian Ridley Whittle Founder & CEO

After three decades of helping global corporate fashion businesses, realised that I was part of a broken fashion system that was out of sync with its customers, the planet and humanity. So, I created Peachaus to leave the world a better place than we found it.



Cedric Wilmotte Investor and Mentor

With 25 years in senior leadership roles for some of the world's best-loved designer brands, I've now shifted my professional focus to grassroots business building with brands that are committed to doing good and creating shared, human-centred value.



Everyday beautiful style that effortlessly marries feminine fluid style, effortless comfort, enhanced fit and artistry-led design

Positive Impact

We give back more than we take

We're on a journey to help build a positive fashion system that gives back more than it takes. We've chosen our materials, partners and philanthropic path wisely.

Our clothes are made from low-impact recycled and ethically grown yarns, manufactured in state-of-the-art factories with superb green credentials, and designed to last. That should go without saying, really.



Positive Impact

*Fashion has for too long, put profits before people
and the planet*

The hyper-fast fashion industry has forgotten the customer, the makers, true creativity and craftsmanship and the bigger picture. We're living in uncertain times, and people need hope.

Peachaus won't be a bystander. We're committed to doing fashion differently. We're inspiring the optimism needed to drive action...





Everyday Beautiful

*A new genre of ethical clothing that flows with
your everyday*

The marriage of contemporary feminine style, effortless comfort, enhanced fit and artistry-led design Light-As-Air underwear, soft and supremely comfy loungewear, smoothing and contouring activewear - elevated by artistry and made from responsibly sourced fabrics.



Retail Spaces

Continuing to learn from our customers

In 2022, we went on a road trip around the UK, taking Peachaus to pop up stores in London, Birmingham, Leeds and Fenwick. Connecting with our customers and gaining their positive feedback is essential to the growth of our brand, and we will continue to explore retail in 2023.





Peachaus

Contact Us

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