WHAT IS PEACČI?

• A large range of high quality, pigmented, vegan and cruelty free nail polishes with a much anticipated launch into ‘clean-beauty’ cosmetics.

• A range of luxe wardrobe staples in trend-focused colours and silhouettes, made from premium fabrics and blended with natural fibres to feel soft and comfortable against any body.

WHY DID WE CREATE PEACČI POLISHES?

When we became the Official Nail Sponsor for London Fashion Week earlier this year, we recognised that regular polishes have a huge place for people who want to change up their looks more often – but we also realised that it was hard to find regular nail polish in a variety of colours, with high quality pigments and results. Peacći polishes were our answer to vegan, “clean-beauty” nail polishes but with the variety and pigment to enable every woman to express herself.

WHY DID WE CREATE PEACČI APPAREL?

It was also our growing involvement in the fashion world that made us realise the need for Peacći apparel.

Working backstage it became clear to us that it’s hard to find anything to wear that’s comfortable AND stylish, whilst working long hours getting the models ready. We realised this extended to all women - how often is it that women’s clothing prioritises both style and comfort for both XS and XXL? Peacći attempts to cater to all of this and to do it extraordinarily well.
WHAT DOES THE PEACČI BRAND STAND FOR?

• It stands for pushing the boundaries – but feeling comfortable, safe and supported to do so.

• It stands for creativity and shouting your ambitions from the rooftop – whilst also feeling comfortable to just be the best version of yourself.

• It stands for a love of beauty, in whatever form that may take.

WHO IS THE PEACČI GIRL, WHAT DOES SHE FEEL LIKE?

We could use a lot of cliché words about empowerment here – but really, it all just boils down to one thing...

WE WANT ANY PEACČI GIRL TO FEEL UNAPOLOGETICALLY HERSELF.

We want her to walk down the street and feel, not ‘too large’ and not ‘too small’ just ‘glad to be me’.

We want her to feel stylish and sleek, but we don’t want her to feel restrained or tangled in her clothes.

We want her to have creative ideas and to wear them loud and proud on every nail.

We hope you love Peaccī as much as we do, because one thing’s for sure – we’ve poured our heart and soul into it!

Love, Team Peaccī x