# Peppermayo apologises after global order delays spark customer backlash



Sydney-based online clothing brand Peppermayo has publicly apologised following significant customer backlash over persistent delays affecting orders shipped globally. The company’s recent Coachella promotional campaign featuring high-profile influencers attracted scrutiny amid widespread grievances from customers awaiting their purchases, some of which have been overdue for weeks or even months.

The brand, which boasts a social media following of 1.2 million on Instagram, found itself under fire after releasing TikTok videos showing models and celebrities, including Love Island UK stars Lucinda Strafford and Sophie Piper, sporting Peppermayo attire at various high-profile events such as Coachella music festival, poolside celebrations in California, and an NBA game. These promotional activities contrasted sharply with customer frustrations expressed online regarding delayed deliveries, refunds, and inadequate communication from the company.

“I ordered ages ago and still have not received anything,” some shoppers commented on Peppermayo’s TikTok posts. One customer remarked, “So many people are waiting for the stuff they ordered. Maybe fill those before making silly TikToks.” Another wrote, “Sending influencers to Coachella while all our orders are in order is wild! Thank you for letting us know that we are valued.” The brand’s social media channels were inundated with complaints, with some statements describing feelings of being ignored and demanding explanations.

In response, Peppermayo often urged dissatisfied customers to send direct messages for assistance, accompanied by emojis. The company’s founders, Georgia Wright and Huayi Huang, issued a formal statement on social media addressing the delayed orders and accompanying dissatisfaction. They explained that the campaign was planned months in advance and apologised for both the delays and a lack of transparency. The statement attributed the issues to “external macroeconomic factors” and “major technological and integration challenges” that disrupted operations.

The company reassured that the backlog was in the process of being cleared, with supply chain issues stabilised and additional customer service staff recruited to manage complaints. As an effort to amend customer relations, Peppermayo offered free express shipping on all orders placed from 5 May for a month, applicable in major markets including the US, UK, Australia, and Canada.

Despite this gesture, several customers remained sceptical. Comments suggested that the offer of free express shipping failed to address concerns about existing delayed orders, lost shipping and return fees, and missed opportunities for customers to wear purchased items to specific events. Some called for a boycott of the brand, urging it to prioritise fulfilling backlogged orders rather than promoting future sales. Conversely, some customers appreciated the company’s accountability and acknowledged the public apology.

Peppermayo markets itself as a Sydney-based fashion business catering to a diverse, trendy female customer base, offering exclusive, in-house designs designed to fit women of various sizes. The company has seen rapid growth in recent years, establishing itself as a popular destination for contemporary fashion essentials. Alongside growth, the brand has also expressed a commitment to sustainability through the use of biodegradable mailing bags and recycled paper swing tags.

The Daily Mail is reporting that Peppermayo's situation has highlighted the challenges faced by rapidly expanding fashion retailers in balancing growth, promotion, and customer service amidst global supply chain disruptions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trustpilot.com/review/peppermayo.com?page=15> - This Trustpilot page contains customer reviews highlighting issues with Peppermayo's shipping delays and poor customer service, corroborating the article's mention of significant customer backlash over persistent delays affecting orders shipped globally.
2. <https://www.sitejabber.com/reviews/peppermayo.com> - Sitejabber reviews detail customer experiences with Peppermayo, including complaints about delayed deliveries and inadequate communication, supporting the article's account of customer frustrations expressed online regarding delayed deliveries and refunds.
3. <https://www.complaintsboard.com/peppermayo-b144559> - ComplaintsBoard features reviews from customers expressing dissatisfaction with Peppermayo's shipping times and customer service, aligning with the article's description of customers commenting on Peppermayo’s TikTok posts about order delays.
4. <https://www.trustpilot.com/review/peppermayo.com?page=8> - This Trustpilot page includes reviews where customers report not receiving their orders and lack of response from customer service, echoing the article's mention of customers feeling ignored and demanding explanations.
5. <https://www.pissedconsumer.com/peppermayo/RT-F.html> - PissedConsumer reviews highlight instances of delayed deliveries and unresponsive customer service, supporting the article's account of customers expressing frustration over delayed orders and inadequate communication.
6. <https://www.trustpilot.com/review/peppermayo.com?page=4> - This Trustpilot page features reviews where customers report not receiving their orders and lack of response from customer service, corroborating the article's mention of customers feeling ignored and demanding explanations.
7. <https://www.dailymail.co.uk/news/article-14662259/Peppermayo-fashion-apology-coachella.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data