# Peppermayo apologises for delayed orders amid Coachella marketing backlash



Peppermayo, a Sydney-based online fashion brand with a global shipping reach, has issued a detailed apology following widespread customer dissatisfaction concerning delayed orders. The company, which recently launched a high-profile promotional campaign linked to the Coachella music festival, faced heavy criticism from customers who reported waiting weeks or even months for their purchases.

The backlash intensified after Peppermayo shared videos on its TikTok account featuring influencers and models showcasing the brand’s clothing at Coachella and other prominent events, including appearances by Love Island UK stars Lucinda Strafford and Sophie Piper. Clips depicted models enjoying poolside fashion shoots in California, riding in a Peppermayo-branded Jeep, and sitting courtside at an NBA game. These promotional activities drew strong reactions from customers who felt the company's resources were better directed toward fulfilling outstanding orders.

One customer commented, "The outfits are cute, too bad not everyone is getting their orders," while another wrote, "So many people are waiting for the stuff they ordered. Maybe fill those before making silly TikToks." Several others expressed frustration, with one stating, "Sending influencers to Coachella while all our orders are in ORDER is wild! Thank you for letting us know that we are valued." Another customer asserted, "WHAT ON EARTH ARE YOU GUYS DOING?! stop ignoring us!!!! What do you think is going to happen? We aren't going away! You can't keep taking orders and pretending like we don't exists wtf!!!"

Peppermayo responded to individual complaints on social media by inviting customers to send direct messages, promising that their orders would be investigated. Despite this, the volume of grievances continued to grow online.

In an official statement released on Wednesday, founders Georgia Wright and Huayi Huang addressed the issue. They acknowledged customer frustration, stating, "We understand that seeing our recent Coachella event may have been upsetting during this period. Please know these campaigns were planned months in advance." They apologised for both the delays and the brand’s previous lack of transparency. The statement attributed the backlog primarily to "external macroeconomic factors" that resulted in significant technological and integration difficulties. They further noted the company faced a shortage of customer service staff, which hampered the resolution of complaints, but confirmed that additional personnel have since been hired.

The founders announced that supply chain disruptions are stabilising and predicted the backlog of orders would soon be cleared. As a gesture to customers, Peppermayo is offering free express shipping for one month starting from May 5th to customers in the US, UK, Australia, and Canada.

However, some customers expressed scepticism about the apology and compensation offer. Comments included, "Rather than offering 'free express shipping' on future orders, focus on the issues within the CURRENT orders that have been delayed," and, "Customers have lost their money on shipping and return fees, and their time." Another customer remarked, "This honestly isn't enough. People missed outfits for vacations and big events, and you're offering on one day, free shipping only if we spend more money?" Conversely, some welcomed the apology, responding positively with remarks like, "We love a company that takes accountability."

Peppermayo describes itself as a Sydney-based fashion business with a "diverse, trendy, female customer base," emphasizing exclusive in-house designs that cater to women of all sizes. The brand has grown rapidly over the last two years and positions itself as a "hot new destination to shop all the latest fashion must-haves." Peppermayo has also committed to reducing environmental impacts by using biodegradable mailing bags and recycled paper swing tags. Its Instagram account boasts 1.2 million followers, reflecting its significant online presence and influence.

The Daily Mail is reporting that while Peppermayo continues to focus on brand visibility and promotion, the ongoing customer service challenges and order delays highlight significant operational issues the company must address to retain consumer confidence.

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

## References

* <https://www.noahwire.com> - Noah Wire Services is the publisher of the article detailing Peppermayo's apology for order delays.
* <https://www.trustpilot.com/review/peppermayo.com> - Customer reviews on Trustpilot highlight widespread dissatisfaction with Peppermayo's shipping delays and customer service.
* <https://www.trustpilot.com/review/peppermayo.com?page=16> - Specific reviews from May 2020 discuss delayed orders and high customs fees, reflecting ongoing issues with Peppermayo's shipping practices.
* <https://www.trustpilot.com/review/peppermayo.com?page=8> - Reviews from June 2024 mention unresponsive customer service and unresolved delivery issues, indicating persistent operational challenges.
* <https://www.trustpilot.com/review/peppermayo.com?page=2> - Reviews from July 2024 describe poor quality products and delayed deliveries, corroborating customer complaints about Peppermayo's service.
* <https://www.trustpilot.com/review/peppermayo.com?page=15> - Reviews from March 2021 detail instances of delayed dispatch and unresponsive customer service, highlighting operational shortcomings at Peppermayo.
* <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