

**PEELO**

DESIGNED IN IRELAND



# Julie Peelo

## PEELO Accessories

Julie Peelo has worked for 20 years in the fashion industry and has combined her experience and passion for fashion to create a contemporary bag and accessory line. PEELO creates modern luxury designs using premium materials that are manufactured by European factories and suppliers.

Julie's career began when she graduated from Dublin's NCAD, working for Irish designer John Rocha before leaving for Milan, where she started her career working in handbags and jewellery for luxury label Marni. From there she was head-hunted to work with John Galliano in Paris, launching his accessory line for his eponymous label. Julie was then invited to help the accessory and handbag division for Diane von Furstenberg in New York. After the successful establishment of the DVF accessory business, she then was part of the reinvention of Juicy Couture in New York.

Following a move home to Ireland, she took up a position as design director for Ireland's largest retailer, Dunnes Stores, before deciding to go out on her own.

In PEELO, Julie draws inspiration from architecture and design, with a multi-layered, sensory experience being at the heart of Julie's design approach. It is in this juxtaposition of contemporary and vintage styles that new, beautiful collectable items are conceived: modern accessories that are built to last.

Julie has been nominated for IMAGE Creative Businesswoman of the year for 2022 and has also been chosen to showcase at Brown Thomas CREATE launching in store July 2022. Plans are underway to grow the brand and expand into the UK, USA and other international countries.

[www.peelo.ie](http://www.peelo.ie)

