

MARY ELLA GABLER



Peacock Alley Inc., manufacturer and importer of fine linens for the bed and bath, was founded in 1973 by Mary Ella Gabler. The Dallas-based, privately held company is the proven choice of specialty stores and catalogs for superior quality and design at an affordable price.

Mary Ella Gabler, one of the first female stockbrokers on Wall Street, founded [Peacock Alley](#) over 28 years ago. She sensed a need to establish a line of high quality, yet affordable bed and bath linens. Mary Ella directs the design and creation on the entire Peacock Alley linen collection. In addition to manufacturing fine custom linens at the factory in Dallas, Gabler also oversees the import of linens from Portugal, Italy, Turkey and the UK. The company now employs over 100 people in the corporate office, as well as 50 outside sales representatives.

Best known for classic white and ivory linens for both adult and baby, Peacock Alley offers the finest in Egyptian cotton sheets, matelassés, fashion bed coverings, towels, and robes. Peacock Alley also features a fragrance division with products for the bath, home, body, and baby. To capitalize on the growing demand for luxury products, the company now operates over 36 in-store boutiques, as well as 5 of their own stores. Peacock Alley's products can be found in over 600 specialty stores nationwide as well as in finer department stores and catalogs such as Neiman Marcus, Saks, Macy's, Bloomingdale's, as well as London-based Harrod's and Fortnum & Mason.



Mary Ella Gabler serves as president and chief executive officer of Peacock Alley. Peacock Alley is a sponsor of the "Adopt a Caseworker" program that supports Dallas County Child Protective Services. Gabler is also a member of Fashion

Group International, Inc., Dallas chapter.

Mary Ella has managed to turn Peacock Alley into her own family business. Her husband, Ray Gabler, serves the company as executive vice president of marketing. Although Mary Ella's oldest son, Jason Needleman, is vice-president/sales of a computer software company, his wife, Leslie, works with Mary Ella as director of creative services. Mary Ella's younger son, Josh Needleman, also works at Peacock Alley as vice president of sales. Josh's wife, Meredith, assists in the product development of Peacock Alley's fragrance division.

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