



The Peacock Emporium

Jojo Moyes

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An escapist and romantic read from the queen of emotional women's fiction and RNA prize winner: 'A charming and enchanting read' Company

Athene Forster embraced the Sixties like few others. Nicknamed the Last Deb, she was spoiled, beautiful, and out of control. And within two years of her marriage, the rumours had begun again.

Thirty-five years on, Suzanna Peacock finds refuge from her mother's shameful legacy in her shop, the Peacock Emporium. Within its magical walls she discovers not just friendship, and an escape from her troubled marriage, but the first real passion of her life.

But the spectre of her mother still haunts Suzanna, setting in place a series of dramatic events. Only by confronting the past will she finally be able to face the future . . .

The Peacock Emporium Details

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From Reader Review The Peacock Emporium for online ebook

LindyLouMac says

I did enjoy this eventually; it took for me an exceptionally long time to read, over a week. I found it very slow and it took me ages to feel involved enough in the story to want to read much more than a chapter at a time. The first few chapters are important as they introduce the reader to the history of the heroine's family background. At the time this may seem irrelevant but persevere and read beyond this and it will all click into place.

The protagonist is Suzanna Peacock who with her husband has returned to live in the small country town of her birth. An emotionally disturbed young woman she has a lot to come to terms with in her life, especially her past and the way her mother though long dead still seems to affect her happiness. The only place Suzanna seems to be comfortable with herself is in the Peacock Emporium the shop she opens and it is here we learn the stories of the complex cast of characters that are drawn to the Emporium. A series of dramatic events threaten Suzanna's stability but in true chick lit style there is a happy ending.

MaryG2E says

I was not sure what I was getting into when I started this book. By the end I was enchanted by the story. In the Swinging Sixties, the glamorous spoilt socialite Athene appears to have it all, but she has a big fall from grace and disappears, leaving an infant daughter Suzanna. The daughter has fraught, complicated relationships with her remaining family, which has led to bad feelings and social distance between them. Suzanna eventually finds a kind of liberation in the shop that she opens in her village. She builds a whole new community of interesting and caring people who walk through the door of her emporium. Through them she learns more about the real world than she did in her previous 30-something years of sheltered life as the difficult, moody child of a well-to-do family.

In time Suzanna learns that many of the planks on which her childhood, young adulthood and marriage were built were lies, and she has to deal with some unpleasant truths. How well she handles these setbacks is a measure of how far she has come in her personal development.

There are some key themes that Jojo Moyes works through - the issue of lies and well-meant deception, versus the right to know is an important one. The roles that money and status play in the complex web of marriage is another.

At some points, this story lagged but I was interested enough to keep reading. I'm glad I did, as I found it a very satisfying and rewarding book.

Carmen de la Rosa says

Un drama encantador sobre la familia y el amor escrito maravillosamente.

Otra historia asombrosa de Jojo Moyes!!!.

Suzzana, una chica defectuosa e infeliz, es frecuentada y moldeada por su pasado a pesar de que ella sabe poco sobre ello. Su vida se ha puesto al revés y en la búsqueda de una manera de vivir una vida auténtica y

feliz, abre su tienda obstinadamente siguiendo su corazón. La tienda se convierte en el catalizador para una nueva vida y una nueva confianza para Suzzana, aprender quién es y encontrar el amor, la amistad y disfrutar de la compañía de otros.

~~Debo reconocer que al principio no me gustó Suzanna, pero una vez que entiendes más sobre su vida familiar y ver cómo su carácter evoluciona, tiendes a tomarle cariño.~~

Me aloque un poco cuando leí facetas de misma en Suzzana y en otros personajes interesantes que conforman esta historia tan sensatamente contada. Jojo inyecta la vida en sus personajes de una manera que ningún otro autor maneja.

Suzanna Peacock y la gente que forma parte de su vida, sus penas, sus pequeñas alegrías, sus agonías, sus errores, todo es pintado por Jojo Moyes de una manera deliciosa. En su estilo característico hay suspenso, sorpresas aleatorias y por supuesto cada personaje es único.

La historia se divide en el tiempo, visitamos el pasado para obtener algo de la historia de fondo y luego llegar al presente con Suzanna y la acumulación de los personajes y la historia que eventualmente todos se enlazan entre sí. Suzanna es el personaje principal, pero esto no se hace evidente hasta más adelante en la historia. Mientras disfrutaba de esta historia, me pareció que al principio iba a paso lento y no fue hasta que conseguí llegar hasta después de la pagina 100 que realmente la historia me mantuvo adicta a su lectura.

Y es que a medida que cada capítulo comienza el lector es inicialmente envuelto en el misterio acerca de quién es el sujeto y que eran los eventos que estaban teniendo lugar. Sin embargo, como el libro evoluciona, el misterio se resuelve y el rompecabezas de las vidas de los personajes toma forma.

El libro no es inusual en su mayoría, ya que implica una multitud de emociones humanas y de relaciones marcadas pero es un libro con muchos mensajes fuertes. Es la historia de las diferencias generacionales, las culturas cambiantes y la construcción de la confianza. Este último es especialmente difícil después de toda una vida de negación y fabricación.

Hay algunos temas clave en los que trabaja Jojo Moyes: el tema de las mentiras y el engaño, los roles que el dinero y el estatus juegan en la compleja red del matrimonio es otro.

El libro tomó algunas vueltas que no esperaba, pero en última instancia es una historia de cómo la familia forma nuestra creencia en sí mismo y las decisiones simples que toman las personas y la complejidad de por qué lo hacen.

En algunos puntos, esta historia se quedó rezagada, pero yo estaba lo suficientemente interesada para seguir leyendo. Me alegro de haberlo hecho, ya que me pareció un libro muy satisfactorio y gratificante. La forma en que maneja estos contratiempos es una medida de hasta dónde ha llegado en su desarrollo personal.

Se podría pensar que una novela con tantas capas puede complicar demasiado las cosas y obstaculizar el proceso de lectura, pero honestamente puedo decir que esto nunca fue un factor para mí, sólo disfrutaba sumergirme en la vida de las personas fascinantes que Jojo Moyes creó.

Lisa says

2.5 Stars

Mixed feelings for this family drama with a sliver of mystery.

I liked the story - it flits between different times and characters but the main story is about Suzanna Peacock née Fairley-Hulme who is a woman in her thirties struggling to find her way and faces a tragedy that changes her life.

We are given stories about the people that relate to Suzanna past and present to flesh out her otherwise insipid life.

The biggest problem I have with this book is the characters; Suzanna herself, and her Mother before her are supremely spoilt and egocentric women and I disliked both immensely.

And even the Grandmother Rosemary is insufferable!

Suzanna makes a drama out of everything (even when there is nothing happening at all) and just can't cope with anything not concerning herself - she is AWFUL! Her family (including her husband but not Rosemary) deserve a medal for putting up with her flouncing and tantrums.

So there was a lot of eye-rolling and gritting of teeth but somehow I persevered with the story and made it to the end (which I did not like btw!).

The story-telling is really good but the people are hideous (apart from Vivie and Jessie who are severely put upon which made me even more mad), so in conclusion a bit of a mixed bag but there is a good story here.

Anne-Marie says

Another wonderful novel from Jojo Moyes. she has the perfect ability to keep you wanting more, not wanting the book to end. The main female character Suzanna was a bit annoying, however very real, as were the other characters. It contains heartbreak, love and tragedy, a great read.

Audrey Dry says

Lo siento mucho, pero ha sido imposible terminarlo. Y de veras lo he intentado. Comencé a leerlo con la esperanza de encontrar algo tan bien construido como "Yo antes de ti", pero... ni de lejos. Voy a intentar hacer esta reseña por partes, ya que hay varios puntos que quiero comentar:

Lo primero de todo es el comienzo del libro, el cual no tiene nada que ver con la sinopsis del libro. La sinopsis cuenta sobre una chica llamada Suzzana que abre una tienda y en la cual conoce la vida de los clientes. Me pareció interesante. Así que me dije: "vamos a intentarlo". Nada que ver. Comienza con un asistente de partos en un hospital (del cual no sabes nada hasta que casi llegas a la mitad). Y continua en la década de los 60. El salto te hace pensar que quizás ambas cosas estén relacionadas, pero... nada que ver!! Hay tantos personajes, tantas vidas que quiere contar, que al final no interesa ninguna. Y mira que me gustan las historias y la vida de las personas que estuvieron antes que nosotros... (Me encantó El jardín olvidado de Kate Morton, soy fan de Downton Abbey...). Pero ha sido imposible de seguir.

La redacción es muy espesa. Muy espesa, repito (al menos a mi parecer). Y lenta... Salta de un personaje a otro y cuenta tantas cosas, incluso de cosas que pasaron con anterioridad (fuera de cámara por así decirlo), que es un sobreesfuerzo seguir adelante.

Otro punto a comentar, y no voy a nombrar a ningún personaje para no hacer spoiler, es que en ningún momento un hijo o hija puede parecerse a un pariente si no lo conoce. Eso de que la personalidad se hereda... Lo siento, pero no. Desarrollamos la personalidad dependiendo del entorno donde vivimos, de nuestros padres, tíos, primos, amigos. Punto. Si hay algún familiar que no conocemos porque no lo hemos visto en toda nuestra vida, no podemos parecernos a él en lo referente a la personalidad, ya que su psicología no se ha desarrollado en el mismo entorno. No puedes parecerte psicológicamente, no puedes ser ligero de cascos, no puedes ser mentiroso compulsivo, no puedes ser liberal, por ejemplo, si no has crecido rodeado de gente así. El físico sí es hereditario y, cuidado, las expresiones son iguales en todos los individuos. Si mezclamos estas dos últimas cosas posiblemente tengamos la misma sonrisa o la misma mirada que nuestros hermanos o padres, y no necesariamente hemos tenido que vivir con ellos. La gente suele confundir estas cosas a menudo. Y este libro lo hace. No en el mismo sentido que yo he descrito, pero algo parecido. Una madre puede decir que su hijo tiene la sonrisa de su padre, el cual se marchó cuando el niño tenía dos meses, pero no es porque sea igual a su padre, sino porque físicamente se le parece. Ahora si al niño le gusta el helado de nata igual que a su padre, lo siento, pero eso no es heredado, es cuestión de gustos.

Podría calificar el libro, pero me parece descortés hacerlo cuando no he terminado de leerlo. Así que solo voy a limitar a comentar todo lo que pienso y a dejar el número de estrellas para cuando me arme de valor y lo termine.

Rachel says

I found The Peacock Emporium to be slow and slightly uninteresting. The main character was selfish and I was unempathetic to her.

I was disappointed with this story as so far I have loved every book I have read of Jojo's, but I just felt that this fell below the mark; in my opinion the story line could have been more exciting and the characters more loveable.

Amy Eddison says

This book is an excellent description of how we are all affected by our upbringing. Suzanne has never felt she belonged with her family having always known that her Father's love for the Mother who died when giving birth to her has made him resent her. His second wife who raised her and her brother and sister is her real Mother, but still she cannot understand how anyone can love her. Everything changes when she decides to make a go at doing something for herself- without the help of anyone in her family and The Peacock Emporium is born. The people she meets and the impact they have on her and her self-esteem change her views on life and eventually she finds out the truth about her biological Mother and the overwhelming strength of her surrogate Mother and slowly she finds herself within the family and develops a true sense of herself and what she really wants from life.

With excellent characterisation, Jojo Moyes makes the reader feel for Suzanne and her new friends and become drawn into the lives of those affected by the magical vibes of the Peacock Emporium. An emotional rollercoaster of ups and downs ends with Suzanne's restored faith in herself and in life- truly uplifting.

Marisa Sauco says

La historia me encantó; la traducción, no tanto.

(?) Hache says

I'm so relieved that I've finished this!

Of all the books I have read, I have never hated a character as much as I hated Suzanna

I feel like I should get a medal for making it through this. Any other author and I would have given up easily after the first couple chapters. I'm not an easy reader, I'm not one of those people that can finish a book in a day so its really a miracle that I slugged through this and finished it.

I would not recommend this to anyone who loves romances

My thoughts while reading this

Bored...

I want to give up..

The main character Suzanna is depressing to read.

Boring ...

I feel sorry for her husband Neil.

So depressing....

What the hell is this book even about?

I want to read something else

And this is all just 30% that I read.

I hated how her husband Neil was treated, he desperately just wanted kids and Suzanna's attitude to all that was just a complete inconvenience to her. I felt like Neil was wasting his time with her and should just divorce her, she definitely didn't deserve him. I mean she's nearing 35 he's nearly 40, she's not getting any younger and there been together for 10 or so years so why the hell not have them? every interaction she has with her husband I kept thinking 'poor Neil' I felt sorry for him for staying with Suzanna who felt to me was completely dead inside. If Neil was some drunk or cheater I would have accepted her and Alejandros relationship but he wasn't some awful husband. He didn't deserve having Suzanna as a wife.

Another character I felt sorry for was Vivi, she was definitely under appreciated by her family. Everything she did for her husband, her mother in-law, she felt like more of the maid, you could tell she loved her husband more than he loved her and even though Suzanna isn't technically her biological daughter she raised and loved her as her own anyway, I felt Suzanna to be a complete bitch towards her.

Reading this book actually made me depressed, literally drained of energy. Yes I could have given up, could have tossed it aside and forgot I ever picked it up, but the weird thing was that I just had to finish it, it became an addiction towards the last quarter, however messed up the characters were I just had to know how their lives ended. Jojo Moyes did a great job in story telling, weaving all these characters together. I don't know if I regret reading this book though, its not like I learnt anything.

If I had to describe to someone what this book is about, I don't know what I would say, I'm still not even sure

what it was about. A women's journey of being a bitchy unhappy depressed women to finding happiness?

Is this book sad? (view spoiler)

Tearjerker?(view spoiler)

Does this have a HEA? (view spoiler)

(view spoiler)

So glad I'm done!

Kathryn says

3.5★ There's something about the word "emporium", isn't there? It hints at lushness and exotic goods.

The main character, Suzanna Peacock, was a bit of a prickly sort of person and a hard character to love, but I did feel sorry for her, with her difficulty in finding her "place" in life, and alienating those people who she most needed to draw toward her.

I also felt sorry for Vivi, with the thankless task she has done in running her household, the reward being that she was taken for granted by everyone.

This is more of a contemporary setting than I had expected, given the front cover of ball gowns and the start of the book when Vivi is young and going to her first unchaperoned ball.

And while it was a good read, it also felt like it was missing something from the other Moyes books I have read - all of which I've given 4 or more stars. It's not something I can define, unfortunately. But this was still an easy and engaging and interesting read, even without it.

SarahC says

The Peacock Emporium tells of a woman in her 30s, with a troubled marriage, who returns to live in the small town of her origin. She and her husband are trying to come to terms with what they really want in life. And the decision to return home and live near Suzanna's family isn't an answer that gives her much confidence. Opening a small-town coffee and gift shop, The Peacock Emporium, is an attempt by Suzanna to make something she will be proud of.

Suzanna Peacock's life is also shadowed by a mother, her real mother Athene, first wife of her father, who died at Suzanna's birth. She doesn't know enough about her real mother, but at the beginning of the novel the reader is privy to a disturbingly self absorbed, reckless young woman who basically hooks Suzanna's father into marriage. As the novel progresses, Suzanna will learn more of her parents' past and sort out her own troubled present.

It is an interesting plot, but comes across blandly and fits a little too well into the "young woman returns to hometown to face her troubled past/family" genre. There are some good elements including a friendship between Suzanna and the young woman who helps to run the shop. Other characters enter the picture but

there really isn't enough emotion behind any of them.

As the final secrets of Athene are revealed they seem uncharacteristic of the type of character that the author has created. Suzanna's problems with her existing family -- father, stepmother, siblings -- seem too put on also. She falls in love with a man of interesting background, but this part of the story seems too "inserted" as well. I just didn't find as much genuineness in the story as I was looking for.

Abril Camino says

Abandono al 39%. No he conseguido cogerle el punto a este libro (pese a que me encanta Jojo). Una pena.

Tannaz says

Tannaz Forouhar:

"... ??? ????? ?? ????? ????? ????? ??? ???" (????? ?????- ??? ?????- ????????? ??????- 22 ??? ?????)

"...??? ??? ?????? ????? ?????? ?????? ?? ??? ?? ????"(????? ?????)

Pilar says

A pesar de que Jojo tiene un patrón de novelas muy concreto, historia del pasado que se cruza y afecta al presente, me gusta mucho la sensibilidad que tiene en su escritura y la forma de contar las cosas más dramáticas sin ser una tragedia griega. En esta historia nos cuenta la forma en la que el pasado, nuestra forma de entenderlo y recordarlo afecta a lo que somos. Hay personajes con los que no he congeniado mucho, pero es de admirar la forma de la autora de perfilar distintas personalidades y formas de ver la vida. Me faltó un poco de la historia de Vivi y Douglas, sobre todo la parte más emocional, porque la parte práctica de la relación queda bastante clara. ?
