

## **Introducing the iCandy Peach Dusk Designer Edition**

### **Give The World A Reason To Dance**

(Biggleswade, UK) – 04<sup>th</sup> September 2017

Each and every iCandy pushchair is the result of detailed research, a meticulous thought process, and an unrelenting desire to accomplish perfection. However, the Designer Collection takes this obsession with pushchair excellence to brave new heights, with every facet of the pushchair thoughtfully considered and lovingly assembled. With demand for an iCandy designer pushchair always high, coupled with the limited quantities available, you can rest assured of being in good company when selecting the most glamorous of iCandy pushchairs. The pushchair of choice for Hollywood power couple Bradley Cooper and Irina Shayk, this limited edition version of the iconic Peach pushchair is reserved for those parents wanting a truly distinctive experience and fashion-forward look.

The latest designer Collection pushchair pays homage to iCandy's heritage, exhibiting a unique blend of solid grey tones, infused with subtle flashes of the iconic iCandy chrome finish. Black gloss details are sprinkled throughout the pushchair, with every aspect meticulously considered to compliment the distinctive silhouette of the stroller. This is a pushchair created to shine, delivering extensive versatility and comfort, all wrapped up in a slick, eye-catching package. It's this unrivalled combination and attention to detail which separates all iCandy pushchairs from the competition. The latest Designer Collection, The Dusk Edition, is the epitome of this winning formula; and sets a new standard in the luxury pushchair market.

Encompassing gorgeous curves, sleek design and a clear dedication to craft, the Dusk Edition provides an abundance of features guaranteed to ensure maximum comfort, unrivalled simplicity, and supreme ease of use. Dynamic, puncture proof PU tyres ensure a smooth and easy ride for both parent and baby, whilst the pushchair possesses an undoubtedly contemporary design. In short, the new Designer Collection pushchair retains all of the iCandy magic, presented with a new, head-turning twist. With a colour palette inspired by dark and light, shimmer and shade, this is a pushchair that truly stands out from the crowd, instantly distinguishable from its peers.

The highly sought after Dusk Edition has been carefully designed to fit around a parent's lifestyle. No minor detail is insignificant in the quest to create this state of the art travel system, which has been crafted to an exceptionally high standard by iCandy's team of in-house British designers. Complete with a range of seating positions for baby, along with an ergonomic soft touch leatherette handle, this pushchair is designed with maximum comfort always in mind. Meanwhile, intelligent one-hand-fold technology ensures that the pushchair is quick and easy to store, plus a shopping basket that holds up to 5kgs. In

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For stockists call **01767 604 400** or visit [www.icandyworld.com](http://www.icandyworld.com)

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addition to such noteworthy functionality, the pushchair also features an ingenious elevation function that converts the pushchair into a highchair for use in cafes, restaurants or even at your home dining table.

Forever functional, unashamedly stylish, the iCandy Dusk Designer Collection is available in limited numbers for pre-order now. Dusk is truly one of a kind, providing fashion conscious parents with the perfect travel companion for family adventures.

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#### NOTE TO EDITORS:

- iCandy is a British family business that celebrated its 80th anniversary in 2013.
- The team is dedicated to creating pushchairs that reflect a unique sense of style and practical, well-designed solutions.
- The perfect mix of high-tech sophistication and smooth living, iCandy is for people who appreciate the value of British design, craftsmanship and technical innovation.
- In 2016 iCandy were delighted to share the news that Her Majesty The Queen had been graciously pleased to approve the Prime Minister's recommendation that iCandy should receive a Queen's Award for Enterprise in International Trade. The Queen's Award for Enterprise is the UK's most prestigious award for business performance.
- iCandy support Great Ormond Street Children's Hospital, having pledged to raise money towards the building of an enclosed isolation recovery bay at the Hospital. The relationship with GOSH is one which the brand are extremely proud of, with all fundraising endeavours going towards raising money for the charity. Please see iCandy's Just Giving page for more information. <https://www.justgiving.com/company/iCandy>

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