

The iCandy Peach Designer Collection- Cerium Bespoke Luxury with no limits

(Biggleswade, UK) –2019

Craft, skill, passion and ingenuity go into each and every iCandy pushchair. However, a Designer Collection takes this dedication to excellence and attention to detail even further, pushing the boundaries of modern pushchair design. Following in the footsteps of previous Special Edition models, the Designer Collection Cerium is bespoke in every manner, lovingly designed and expertly crafted by iCandy's team of UK designers. The Cerium is the culmination of an extraordinary vision to create the ultimate in bespoke pushchair luxury. Meticulous craftsmanship provides the impression of effortless luxury, Cerium redefines each core element of the Peach pushchair and delivers a travel system unprecedented in both style and functionality. Bespoke luxury with no limits, proudly introducing the Designer Collection Cerium.

A Designer Collection pushchair is intended for those seeking out the very rarest of iCandy models, designed for parents wanting to experience all the iCandy grandeur, whilst knowing they are part of an exclusive group of parents. It takes everything parents love about the existing Peach pushchair, elevating the experience to unsurpassed levels of style and quality.

The Cerium Designer Collection reflects iCandy's dedication to high design and craft, it is unlike anything else on the market. The hood fabric features an embossed soft spot pattern, providing that feeling of luxury on every touch. A specially produced ergonomic handlebar reinforces the design expertise with every push, the substantiation of bespoke luxury with no limits. The Cerium features an entirely new frame colour, not to be seen on any other iCandy pushchair. The sleek cousin to the phantom colourway of the Peach pushchair, the dark phantom chassis is bold in nature and designed to turn heads.

A one-off stunning backpack/basket bag has been embossed with the same soft spot pattern as the canopy of the pram, matching the pushchair and arriving as part of the bundle. This stylish backpack also serves a functional purpose, providing pockets for feeding bottles and unzips into an ingenious changing mat. The Cerium package arrives with a seat unit, carrycot, car seat adaptors, backpack, elevators and the soft touch fleece lined duo pod.

Sharing much the same functionality as the existing iconic Peach, the Cerium will be the very first single to double Designer Collection pushchair in the iCandy portfolio. Future-proofing the design for parents and providing the ultimate double pushchair experience.

The iCandy Designer Collection Cerium, Bespoke luxury with no limits.

The iCandy Cerium is now available to purchase from your nearest iCandy Ambassador Store, [local stockist](#) and iCandyworld.com

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NOTE TO EDITORS:

- iCandy is a British family business that celebrated its 85th anniversary in 2018.
- 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. In 2018, iCandy were bestowed with another Queen's award, this time for the coveted accolade of Innovation.
- 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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