

iCandy Designer Collection pushchair spotted with International power couple

**Oscar nominated Actor Bradley Cooper and supermodel girlfriend Irina Shayk
choose the ultimate in pushchair luxury**

(Biggleswade, UK) – 08th June 2017

Luxury British pushchair designer iCandy has recently caused a stir in the USA having been spotted stateside with one of Hollywood's most glamorous couples. iCandy's range of beautifully formed pushchairs are often the choice for various A-list celebrities such as the Beckhams, the Murrays and Sir Richard Branson, so it is no surprise that the latest couple to join this exclusive ensemble of celebrities is the Hollywood A-list actor Bradley Cooper; and his supermodel partner Irina Shayk. Having welcomed their first child, Lea De Seine, to the world earlier this year, there has been much anticipation to discover which pushchair the chic couple would choose for their new addition.



The pushchair of choice for the famous couple is the iCandy Peach Designer Collection, this limited edition version of the iconic Peach pushchair is reserved for those parents wanting a truly distinctive experience and look. A Designer Collection pushchair, like all iCandy products, is created with the brands core principles of innovation, quality and design being paramount throughout the creative process. The Designer Collection builds upon these core values and goes one step further to deliver a truly striking pushchair which is like nothing else on the market. iCandy

----- ENDS -----

For stockists call **01767 604 400** or visit **www.icandyworld.com**

For press information contact Nick Kemp, iCandy PR Executive:

T: 01767 604 400 (option 7) or E: Nick@iCandyuk.com

For further resources visit the **Press room** and **Media Centre** at **www.icandyworld.com**

Don't forget to follow iCandy World on Instagram, Facebook and Twitter

believes in breaking barriers, in never accepting limitations, with a conviction that both practicality and style can be infused seamlessly together. Always striving until this vision is realised, true creative passion and innovation goes into every design until they are certain the pushchair will enrich every life it touches. Always intent on changing the way society thinks about early parenthood, the brand constantly challenges the stereotypical mentality which states necessity and practicality should outweigh personal identity and style. Such dedication to creating stylish looking pushchairs, which feature uncompromised safety for baby, is a fundamental reason why the iCandy brand has managed to establish a substantial and dedicated celebrity following.

A Designer Collection Peach pushchair from iCandy is something truly unique, a pushchair which will only be available in limited quantity, thus adding an extra element of exclusivity and desirability to the stroller. The Peach Designer Collection is not simply restricted to one off fabrics, everything on the Peach pushchair is reworked, from bespoke suspension, to elegant touches throughout the aesthetics of the pushchair which creates a head turning look, fitting for a Hollywood couple in the public eye.



With a new Designer Collection Peach set to be released this summer, parents can rest assured that they will be in exclusive company should they decide to use one with their child. iCandy endeavour to make both functionality and style sit beautifully together. Of course, delivering outstanding practicality, quality and safety is at the forefront of each pushchair design, but iCandy's primary ambition is to combine these essentials with a flair for the aesthetic, and elegant touches of luxury for a truly premium experience. An iCandy Designer Collection pushchair not only achieves this task, it delivers far beyond this mandate.

Images courtesy of Backgrid

----- ENDS -----

For stockists call **01767 604 400** or visit **www.icandyworld.com**

For press information contact Nick Kemp, iCandy PR Executive:

T: 01767 604 400 (option 7) or E: Nick@iCandyuk.com

For further resources visit the **Press room** and **Media Centre** at **www.icandyworld.com**

Don't forget to follow iCandy World on Instagram, Facebook and Twitter

- ENDS -

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.
- iCandy's innovation of the world's first multi-configuration single-to-double pushchair in a single footprint is the cornerstone of iCandy's success in the UK and globally, and we are incredibly proud to be promoting great British design around the world.
- 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>

----- ENDS -----

For stockists call **01767 604 400** or visit **www.icandyworld.com**

For press information contact Nick Kemp, iCandy PR Executive:

T: 01767 604 400 (option 7) or E: Nick@iCandyuk.com

For further resources visit the **Press room** and **Media Centre** at **www.icandyworld.com**

Don't forget to follow iCandy World on Instagram, Facebook and Twitter