

## **iCandy launches Peach Designer Collection Cerium in Double Formation**

The epitome of bespoke luxury with no limits, the iCandy Cerium is the very first single to double Designer Collection pushchair. Continuing to push the boundaries of modern pushchair design, the Cerium is a masterpiece in functionality. Its chic aesthetic combined with quality, innovation and safety at its core, means that the all new Cerium surpasses the demands of the style conscious parent.

Fusing multi-functionality with finesse, the Cerium can upgrade into a double pushchair using the clever iCandy converter kit. The freedom to transport two children simultaneously, be it twins or a toddler and baby, does not compromise the single footprint or sophistication of the pushchair, meaning its perfect for nipping about town or country.

Designed for parents who want to experience iCandy at its most luxurious, the Cerium takes everything that is most loved about the existing Peach pushchair and elevates the experience to unparalleled levels of style and quality. The added peace of mind that the Cerium can scale into a double future proofs the design for parents, making it the ultimate choice for growing families.

Perfect for trend setting modern parents, the Cerium is unlike anything else on the market and offers the functionality of a double mode option whilst simultaneously oozing style thanks to its luxury contemporary fabric with an embossed soft spot pattern. The plush fabric is complemented by the 'dark phantom' chassis, an entirely new frame colour designed to turn heads and one which offers the sleekest of finishes.

A reflection of iCandy's dedication to meticulous design and innovation, the Cerium features a specially produced ergonomic handlebar which reinforces the design experience with every push. The ability to adjust the handle height together with its perforated soft touch leatherette grip adds to the effortless manoeuvrability and comfortable handling.

As a complete travel system, the Cerium takes your baby from birth to 25kgs. What's more, the spacious carrycot, complete with ventilated mattress and super soft long pile velour liner, is suitable for overnight sleeping so offers further flexibility for parents as well as an easy solution for those nights away from home. The carrycot comes with innovative studded feet which prevent the base from touching a cold surface whilst also providing better ventilation. The ability to accommodate two carrycots on one frame means that the Cerium is the perfect sleeping solution for twins, with no need for additional travel cots or Moses baskets. The extending canopy which features a pop out padded peak and ventilation window will make sure baby is shaded whether they are in the carrycot or seat unit. Every bit as practical as they are stylish, performance breathable fabrics adorn the seat unit whilst additional panel detailing is designed for comfort and style.

Effortless in both style and functionality, the Cerium is designed to make life easier thanks to the ability to recline and remove the seat with one hand, whilst the swivel leatherette bumper bar along with the easy to adjust 5-point safety harness with one touch buckle makes getting your child in and out of the seat unit simple. Whether your hands are full of shopping or holding onto another child, the unique 'pop up' one hand seat and carrycot removal is a further example of iCandy's dedication to enhancing a parent's day to day lifestyle.

Showcasing iCandy's unparalleled attention to detail, the Cerium includes a handy concealed zip pocket on the back of the seat unit which not only keeps your essentials within reaching distance but maintains the clean and minimal silhouette of the pushchair. Accessed via the same magnetized cover is the harness adjustment, meaning your pushchair can easily grow with your baby.

Folding is straight forward thanks to an auto fold lock whilst the removable rear wheels and the ability for the chassis to free stand when folded means the Cerium can be stored neatly in your home or car. In world facing mode, when the main seat unit is in the elevated position, the pushchair can act as a highchair to be used when out and about in restaurants or cafes. The combination of puncture proof PU tyres along with all round suspension offers a smooth ride and experience for both parent and child. The weather won't dampen the ultimate double pushchair experience either as the tailored rain cover for both carrycot and seat unit means the Cerium will maintain its sense of sophistication whatever the day may bring.

Included is a functional yet minimalist backpack which has been embossed with the same stylish spot pattern as the canopy of the pushchair. The unisex backpack which includes a changing mat and bottle holder provides a hands-free option for stylish parents on the go. The changing bag perfectly fits in the colour coordinated basket which can hold up to 10kg, perfect for all the essentials needed for two children.

The pinnacle of design excellence and style, the Cerium is the culmination of an extraordinary vision to create the ultimate in bespoke pushchair luxury. The option to convert to a double adds to the versatility of this all-encompassing pushchair and is a further example of the meticulous craftsmanship that goes into every iCandy product. A trendsetting pushchair, the Cerium has a 5-year warranty so parents can rest assured that it will continue to lead the way throughout their parenting journey.