

AN HEIRLOOM PRAM FOR YOUR PRINCESS



Renaissance Rocking Horses are pleased to announce that they are now dealers for Heirloom Silver Cross Dolls Prams. Beginning life in 1877, Silver Cross prams have been the favoured choice of the royal family for over 100 years. Silver Cross are the oldest nursery brand in the UK with their prams sold into over 20 countries. Now in the 21st century, the Silver Cross range is ever popular with 'A-list' celebrities including, Gwyneth Paltrow, Sarah Jessica Parker and Angelina Jolie, who are all proud owners of the ultimate baby accessory.

"I collect prams and with the addition of the classic Silver Cross Dolls pram I now have twelve prams in the collection. I have two other huge full size Silver Cross Prams from the late 1940's which are absolute feats of pram engineering. I have my porcelain dolls sitting or laying in them and they are a real source of interest and nostalgia for our tour groups when they come to view our Childhood Memories Collection. It also makes a great deal of sense to have another heirloom gift on show when grandparents come to look at our heirloom rocking horses. Why stop at one heirloom?" says Viktoria.

During WW II the Silver Cross factory was requisitioned by the Air Ministry to manufacture aircraft machine parts. This experience was later applied to production methods and revolutionising pram design from traditional plywood to aluminium. Over 1000 individual hand operations are required to make the full size Balmoral Pram. Its recommended retail price is \$3999 and \$4999 for limited edition colours, or there is the Kensington which ranges from \$2999 to \$3599.

Silver Cross has also climbed an impressive 126 places to position 101 on the prestigious Superbrands list ahead of such well known UK brands as such as Pepsi and Orange & Walker. Still the UK's favourite nursery equipment brand, it was the second highest baby brand after Pampers.

The Doll's pram is a miniature replica of Silver Cross Balmoral pram – it's the ultimate heirloom doll's carriage. It makes the perfect gift for any young lady who wants to take their doll out for a walk in the park. It's similar to the full size version, with the same attention to detail. Each carriage is made in Yorkshire, using hand skills passed down from generation to generation.

These limited edition prams are suitable for all loved and cherished dolls and come in pink, white & navy, navy and red. Each carriage has a hand decorated border, reclining hood, apron, solid wood handle with high gloss finish, miniature changing bag, beautifully upholstered, lever operated brake system and optional chrome shopping tray. They retail from Renaissance Rocking Horses for \$950.

You can see the classic navy and white Silver Cross doll's pram at Renaissance Rocking Horses boutique event at Rocking Horse Lodge on October 11 and 12. It will be one of the many delightful prams in the Memories of Childhood Collection Tours which Viktoria runs throughout the day. The weekend itself will be loaded with old fashioned country pleasures, nostalgia, a dazzling array of artists, artisans, displays and demonstrators, plus top notch food and gourmet food stalls. For more information call 4577-8697 or go to www.rockinghorses.com.au and click on the Silver Cross button or the Open Weekend button.

RENAISSANCE ROCKING HORSES OPEN WEEKEND

Part of the *Hawkesbury Festival*
143 Pitt Town Road, McGraths Hill,
OCTOBER 11& 12, 2008
Sat/Sun 10am to 3pm

Ends-

For more information, to schedule an interview or photo shoot
Phone Viktoria Darabi on **4577-8697** or email info@rockinghorses.com.au