



FOR IMMEDIATE RELEASE
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Dedicated female cyclist receives the surprise gift of a lifetime

This year's Cycle Show was an extra special event for the first woman to cycle up Snowdon, Digi Foo-Kune. On visiting the Show the last thing she expected was to be presented with a custom built titanium bike, personalised with inset diamonds and 18ct gold parts and trim.

Digi's triathlon-mad husband Lee had promised her an Enigma frame after her bike was stolen but he then secretly commissioned award winning jeweller Nicholas James of Hatton Garden to customise the bike to create a unique wedding anniversary gift. 'Independent Retailer of the Year' Nicholas James worked in collaboration with titanium cycle specialist, Enigma, to bring the project to life, marrying Digi's two loves, cycling and fine gems!

After months of dedicated and intensive labour this one-off showcase of British design, engineering and craftsmanship was unveiled on Enigma's stand to the unsuspecting wife. Digi comments: "Nicholas James is my favourite jeweller; I love their contemporary style and attention to detail, so this really is the perfect present. I'm a very keen cyclist and ride daily. I'd just come to find some parts for the frame so this is an absolute bonus. The thrill today is greater than being the first woman to reach the top of Snowdon - as I knew what to expect; but this is amazing. The finish is perfection; it's truly a work of art but one that I can take out on to the open road!"

However, Digi will have to wait a little longer before getting in the saddle as the bike will be on display at Nicholas James' showroom in Hatton Garden until the end of December.

If you'd like to order one for Christmas there's still time these special custom bikes take about 6 weeks to produce and start at £3,500. (The bike featured here is priced around £9,500)

Bike Specifications:

Enigma 'Elle' frame 50cm with mirror polished logos
2 x Collection quality diamonds (D flawless) in the top tube (for her eyes only!)
3 x 18ct gold badges by Nicholas James
18ct gold plated Campagnolo Centaur carbon Group Set
700c hand built wheels: Ambrosio hubs, Mavic Open Pro Rims
& 32 x 18ct gold plated spokes per wheel
Continental GP 4000 gold tyres
Carbon fibre seat post
'Elle' ladies handle bars by ITH
San Marco Ladies Saddle
Easton Carbon Fibre forks

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