

Vivendi Apparel Design Cycling Kit For Caudwell Children

Vivendi Apparel's Compression Wear Raises Vital Funds For Annual Cycling With Champions Event



England, Middlesbrough, Sep 3, 2021 ([IssueWire.com](https://www.issuewire.com)) - Vivendi Apparel - Caudwell Children Press Release

Vivendi Apparel, an equestrian and fitness-focused compression wear brand, are soaring in their philanthropic efforts this year as they support, for the second year running, the annual Butterfly Ball and Cycling With Champions Challenge in Monaco, Monte Carlo in aid of Caudwell Children, a UK Charity centred around helping disabled children and their families.

Vivendi Apparel's previous efforts saw them designing and supplying the kit for the 2020 race, during what could only be described as uncertain times for both the fledgling compression wear brand and the charity.

Despite struggles with suppliers, Vivendi Apparel's founder and designer Elizabeth Davies designed and manufactured cycle wear that wasn't just striking but truly functional, going on to be worn by John Caudwell himself and pro cyclist, Mark Cavendish, along with every entrant within the Cycling With Champions event. Thanks to the success of this first union, Vivendi Apparel was asked to become Caudwell Children's official kit designer and with great pride, Vivendi Apparel accepted the opportunity to form a truly beneficial partnership.

Fast forward to today and Vivendi has designed a brand new kit for the 2021 race taking place September 24th, displaying vibrant reds and deep endless blacks, that showcase the charity's branding as well as those donating toward their efforts.

Caudwell Children CEO, Trudi Beswick, said:

"We're so excited for this year's Cycle With Champions challenge.

"Last year's participants helped to raise £100,000 which has supported disabled children and their families through an incredibly difficult year.

“It has also helped Caudwell Children at a time when fundraising opportunities have been limited.

“So we can’t wait for this year’s event to be even bigger and better – and we’re grateful to Vivendi for producing a stunning kit that is befitting of the event.”

Vivendi Apparel Founder & Designer, Elizabeth Davies, said:

“It’s an honour for myself and the team to be working with Caudwell Children for the second year in a row, on their Cycle With Champions event.

“It’s become such a highlight of our year. We couldn’t be more proud to design and provide the cycling kit for this event.

“And we only hope this relationship can continue to blossom to help raise much-needed funds towards Caudwell Children’s efforts. It’s wonderful when organisations can collaborate together to positively improve the lives of others, something we as a brand and a team, hold very close to our hearts.”

Vivendi Apparel was established in 2018, originating in medical-grade compression wear that could be utilised for spinal injuries and chronic disorders such as Fibromyalgia and more. With the compression wear’s medical benefits, Vivendi Apparel began introducing their compression wear to injured jockeys and horse riders before the brand exploded onto the equestrian scene, becoming not only a functional offering for the equestrian and fitness enthusiast’s wardrobe but a stylish option too, competing against some of the biggest names in the industry within their second year alone.

While the brand’s roots and heritage lie firmly within the equestrian sector, its popularity within the fitness industry has not gone unnoticed, now being worn by numerous athletes throughout multiple disciplines, from cycling to running and on the gym floor itself.

On top of this, Vivendi Apparel has also organised their own remote event, the MOVE MILES CHALLENGE which has seen them utilise their 160k strong follower base to commit to moving at least 100 miles leading up to the Cycling With Champions event in whatever method they enjoy the most, raising funds as they do.

For those wanting to donate to this incredible cause, they can do so here...<https://www.justgiving.com/fundraising/vivendiapparel>

2022 sees huge changes for the brand as they prepare for further expansion, offering everyone from the happy hacker to Olympic Showjumpers, weight lifters, and even long-distance runners the benefits of their compression wear.



Media Contact

Vivendi Apparel

jennifer@vivendiapparel.com

07817325131

Vivendi Apparel, Acklam Hall, Hall Gardens, Acklam, Middlesbrough, TS5 7BJ

Source : Vivendi Apparel

[See on IssueWire](#)