



Introducing Your Latest Crush

iCandy reveal the much-anticipated velvety Orange Crush

Iconic British pushchair brand, iCandy, is thrilled to unveil its latest designer model, the Orange 3 in a striking Black Crush Edition! The stunning new pushchair demonstrates, yet again, that iCandy has a truly unique ability to seamlessly blend style and function, to provide families with a product that is unrivalled in both quality and design.

The effortlessly chic designer fabric has created a refined pushchair that stands out, perfect for parents looking to add a touch of luxury to family adventures. The unique high-quality fabric adds a visual depth and gives a textured velour aesthetic that is sophisticated in its appearance, whilst providing all-important padding for baby's ultimate comfort and protection.

Driven by a desire to consistently create beautiful products that are engineered to perfection, iCandy's new Orange 3 Pushchair and Carrycot Black Crush edition is the epitome of style, whilst also a model delivering innovative design. This multi-functional pushchair is ready for adventure, every step of the way.

Now in its third generation, the lightweight and streamlined pushchair features a stylish matt black chassis, super handy 64L spacious basket, an ingenious integrated Ride-on Board, optimised tyre tread for off-road exploring and an adjustable, multi-function SPF50+ canopy with multi-position mesh ventilation. It also boasts a coordinating changing bag, as well as a matching Foot muff and liner.

Thoughtfully designed to make family life as easy as possible, the Orange 3 features a one-handed seat recline with three positions, it can be folded with the seat unit and bumper bar still attached (single mode), it has even softer suspension to make light work of curbs and benefits a freestanding fold. Literally thinking of everything, the design team have also ensured all areas of functionality are clearly highlighted in light grey for ease.

The perfect choice for first time parents, the iCandy Orange Crush is suitable from birth up to 25kg and boasts a carrycot that is suitable for permanent overnight sleeping, and it can convert into a full travel system with the car seat adapters provided. Parents can also enjoy the added peace of mind that the iCandy Orange can seamlessly scale into a double pushchair so it future proofs the design – it truly is the ultimate choice for growing families.

While this new model boasts an unrivalled list of features, they don't come at the expense of style, with the iCandy Orange exuding a sophisticated and refined aesthetic, achieved through premium padded fabrics.

Launching this Spring, the iCandy Orange Crush 3 Designer Collection Pushchair and Carrycot will retail at £xxx.

Stockist: <https://www.icandyworld.com/stockists>

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For more information or to receive images or samples please contact chloe@bumprr.co.uk or lisa@bumprr.co.uk or call Lisa on 07737431511

About iCandy World Ltd

- iCandy is a British family business that celebrated its 85th anniversary in 2018.
- 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.
- In 2016 iCandy was 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.
- Following success in 2016, iCandy was delighted to claim another Queens Award, this time for Innovation in 2018, underlining the brand's ongoing commitment to supreme product development.
- iCandy support Great Ormond Street Children's Hospital. The relationship with GOSH is one which the brand is extremely proud of, with all fundraising endeavours going towards raising money for the charity. Please see iCandy's Just Giving page for more information:
www.justgiving.com/company/icandy

