

iCandy

iCandy Unveils the Core; a world first for pushchairs

In 2007, iCandy launched the Apple, fusing finesse and functionality for the first time in a stylish travel system. The Apple became the first emblem of the iCandy brand and the foundation of iCandy's four core principles: Quality, Heritage, Innovation and Style.

Every future-proof product that iCandy has created encompasses these values, and they are consistently pushing the boundaries of both product design and sustainability. iCandy's latest pushchair is the most innovative yet, so it felt natural to return to the roots, the very core of the brand. Launching in September 2022, the **iCandy Core** is yet again a truly ground-breaking new pushchair designed by the iconic British company. The **Core** has been expertly designed for every journey; a multi-mode pushchair, adaptable for every age and stage of a child's development. You'll only ever need one pushchair.

The exquisite new design showcases striking styling, luxuriously developed fabric and cutting-edge features such as the Multi-Mode Wheelbase and pioneering LED Visibility Hub Light. The **iCandy Core** prioritises comfort for baby and ease of use, all whilst providing the multi-use functionality and longevity demanded by modern family life.



Multi-Mode Wheelbase

Within the box, customers will receive a multi-mode chassis and two wheel sets, enabling them to change the pushchair mode depending on their activity. The interchangeable and removable wheels allow the pushchair to be used on all terrains. The 'Rural' set comprises a longer, more substantial wheelbase, offering the functionality and performance of a larger pushchair, whilst the 'Urban' set is a shorter and lighter wheelbase, creating a lightweight, compact city stroller.

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LED Visibility Hub Light

Representative of iCandy's ability to infuse functionality with finesse, the revolutionary new LED Visibility Hub Light is unlike anything the industry has seen before. The side positioning of the rechargeable USB light ensures this new feature is particularly powerful when out and about in dark and low light conditions. The **Core** is the only pushchair on the market to offer this detachable light feature and demonstrates iCandy's dedication to innovation and design.

Style and Substance

The brand new, distinctive styling creates a truly striking aesthetic, whilst the thoughtfully developed knitted jersey fabric provides a luxurious feel and super soft touch. The seat unit is ultra-padded to provide the ultimate comfort and is complemented by beautiful, stitched details. The generously sized basket with its unique 'fan' design creates a bold, standout side visual and allows chassis adjustment without compromising its aesthetic appeal.

Complete Travel System

The iCandy **Core** can be bought as a complete travel system that takes baby from birth to 25kg, and can be used with a compatible car seat. The carrycot, like all iCandy carrycots, is suitable for permanent overnight sleeping and features a super soft, luxury fleece liner with stitched detail. The cosy visual provides a warm and welcoming effect whilst offering essential comfort for baby.

Comfort and Convenience

The **Core** also boasts the largest seat unit in the iCandy range, with a pop-up calf rest giving unrivalled size and comfort, making it suitable for each stage of a child's development. The clamshell seat can recline into four positions, with the lie-flat position being suitable from birth. The pushchair can be folded with just one hand, all with the seat unit still attached – ideal for on the go!

Ride-on Board

Synonymous with all iCandy pushchairs, the integrated Ride-on Board is iCandy's future-proofing innovation that offers a seamless solution for a family with a new baby and toddler. Perfect for tired little legs, the integrated Ride-on Board not only saves the need for future costs, but also eliminates the need for an additional cumbersome attachment, allowing a young child to stand securely and safely within the handlebar space.

Roll-up and Dine

The iCandy **Core** offers both parent and world-facing seat configurations, as well as the option to add elevator adaptors to aid interaction so baby can join in with meals, wherever you're dining with the family without having to worry about the need for a highchair.

With every little detail taken into consideration, the beautifully designed iCandy **Core** features all of the handy essentials that every parent needs – front wheel swivel lock, bag hooks, on/off brake indicator and ergonomic adjustable handlebar. Customers will love the fully functional yet minimalist rucksack which has been embossed with the same stylish ultra-padded design

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to co-ordinate with the canopy of the pushchair, as well as the sumptuous cocoon style footmuff and liner.

Available in: Black, Dark Grey, Light Grey, Atlantis Blue and Light Moss.

RRP: £1,280 (Core)

RRP: £1,450.00 (Core bundle)

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

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About iCandy World Ltd

iCandy is a British family run business and has been since its establishment in 1933, when it began as a fashion design and manufacturing company in London, always designing inhouse and sourcing the very finest quality materials.

The third generation of the family, brothers Bradley and Warren Appel, formally joined in the late 1970s and by the 1980s the business was designing and manufacturing children's cycle helmets and child car safety seats before developing a range of widely sold nursery products.

In 2007, after over 70 years of research and development iCandy launched its first multi-configuration pushchair - the Apple 2 Pear – a single to double pushchair on a single footprint.

The fourth generation of the family, Cameron and Alexander Appel, have more recently also formally joined the iCandy family business.

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

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