

iCandy World Limited

The British Luxury Pushchair Company

iCandy is a family business owned by the Appels, the dynamic business duo whose knowledge draws from over 80 years of family expertise in the manufacturing and design industry. Launched in 2005, iCandy sets out to design and manufacture an extensive range of luxury pushchairs and accessories to suit every occasion. Since its launch, iCandy has become synonymous with usability, service, design and luxury within the nursery sector, providing parents with on trend British fashion whilst ensuring safety, innovation and functionality are key priorities.

To truly engage with their customers, iCandy has taken the bold decision not to be available to purchase online thus championing the luxury message of service and bespoke. The iCandy range is available through carefully chosen retailers including John Lewis, Fenwicks and Harrods, and each iCandy customer is offered a complete personal demonstration of the range prior to purchase. With international resonance, iCandy is growing from strength to strength and is now available in over 600 stores in more than 20 countries across the globe.

iCandy has recently been heralded for its design and innovation of the first single to double pushchair within a single footprint, catering to the needs of the ever-growing family.

iCandy was created by brothers Bradley and Warren Appel. Both brothers have an extensive history in designing and manufacturing health and safety items within the nursery sector, originally working for the family business SCS London Ltd. As a third generation within the nursery sector, the Appel brothers have garnered over 80 years of manufacturing pedigree and design expertise to create the ultimate luxury pushchair.

An additional service, iCandy Couture, was developed by demand for a bespoke facility to offer a truly unique iCandy product. For customers of this service, iCandy will work with the client within a four month time frame taking individual elements from the brand's range to create a perfectly tailored iCandy pushchair reflecting the owner's individual personality.

iCandy is the stroller of choice for some of the world's A List VIPs, influencers and business luminaries. As a family run business iCandy prides itself on a strict confidentiality ethos and fully respects the privacy of their clients.

iCandy, British design made peachy

Ends

For stockists call **01767 604400** or visit **www.icandyworld.com**

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For further resources visit the **Media Centre** at **www.icandyworld.com**