

Unleash the Spirit of Adventure with the iCandy Peach 7 All-Terrain

iCandy, a trailblazer in parenting innovation, proudly introduces the Peach 7 All-Terrain, a revolutionary pushchair that redefines the expectations of adventurous parents who crave a harmonious blend of urban style and off-road functionality.

Engineered to conquer every landscape, the iCandy Peach 7 All-Terrain is a visual masterpiece, meticulously designed with modern performance fabrics and outdoor leisure trends in mind. Taking inspiration from utility street fashion, the durable, water-repellent yet breathable fabrics are chosen for their ability to provide protection from the elements on the outside while ensuring comfort for baby on the inside. Its head-turning design, adorned with sleek sporting touches, ensures that you will stand out from the ordinary.

Embracing its rugged-inspired character, the iCandy Peach 7 All-Terrain is available in Storm, a deep grey colourway accentuated by reflective details on Nimbus, a satin slate grey chassis. The result: an edgy aesthetic that seamlessly transitions from outdoor escapades to city streets.

From the very beginning, the Peach 7 All-Terrain is a companion for your parenting journey, accommodating your little one from birth (with the cosy carrycot) up to 25kg. The luxurious fleece-lined carrycot provides a safe and snug environment suitable for permanent overnight sleeping, offering unparalleled peace of mind. As a complete travel system, the All-Terrain grows with your child, ensuring comfort and convenience from infancy to the toddler years. The included car seat adaptors seamlessly integrate with compatible infant carrier car seats, making transitions between car and pushchair a smooth experience.

This is not just a pushchair; it's a dynamic and versatile solution for active families, effortlessly converting from a single to a double or twin pushchair when in four-wheel mode without compromising its single footprint. Navigating narrow coastal paths, rocky ridges and forest floors becomes a breeze, showcasing its stability and adaptability, whilst its urban aesthetic means the All-Terrain is equally at home on the city streets.

Presenting an array of innovative features, the Peach 7 All-Terrain includes a one-handed seat recline with four positions, a multi-functional water-repellent and UPF 50+ canopy, and an adjustable leatherette handlebar catering to partners of different heights. With its multi-wheel functionality, the iCandy Peach 7 All-Terrain allows parents to choose between three or four wheels, offering unparalleled flexibility to tackle any adventure that comes their way. In addition, this ground-breaking pushchair offers not only parent and world-facing seat configurations but also elevators for added interaction. In world-facing mode, elevate the seat unit with iCandy's classic roll-up and dine feature, to enjoy meals on the go, making it the perfect companion for active families. For families with a new baby and a walking toddler, the Peach Ride-on Board is here to help. When your little one needs a break, the Peach Ride-on Board is an optional accessory designed for when the iCandy Peach 7 All-Terrain is in four-wheel mode. It securely holds up to 20kg, providing a stable platform for toddlers to stand comfortably on.

The iCandy Peach All-Terrain is more than a pushchair; it's an invitation to embark on a journey of style, comfort and adventure. Experience the difference that innovative design and thoughtful functionality can make in your parenting journey.

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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. www.icandyworld.com

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 ground-breaking 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, with Cameron appointed as Vice CEO in April 2023. iCandy was also a finalist in two categories (Best Enterprising Business and Best Family Business) in the 2023 SME National Business Awards.

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 late 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 is proud to be supporting partners of *The Lullaby Trust* the UK's leading safer sleep charity. Together they are dedicated to promoting safer sleep for all babies through promotion and collaboration on iCandy's Peach 7 Travel System.

iCandy supports *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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