

iCandy

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iCandy Extends Partnership with Fashion Influencer and Entrepreneur Molly-Mae Hague

Iconic pushchair brand iCandy is delighted to announce that they will be continuing its successful collaboration with fashion influencer and entrepreneur Molly-Mae Hague. The incredible partnership, which captivated new parents and influencers alike with the launch of the stunning iCandy Peach 7 Biscotti in Spring 2023 and garnered immense media attention, is set to continue into 2024.



Expanding on their initial collaboration, iCandy and Molly-Mae will be working together on not only their existing and beautifully crafted iCandy MiChair highchair and luxurious pushchair range but also on an array of innovative brand-new products due to be released by iCandy this year.

iCandy Joint CEO, Bradley Appel expressed his enthusiasm about the continued partnership, stating, *"Molly-Mae's family values, passion for design and style, together with her impressive entrepreneurial spirit, aligns perfectly with iCandy's principles. She truly is a part of our extended iCandy family, and we are truly delighted to continue working with her."*

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Molly-Mae Hague, reflecting on the partnership, shared her excitement, *"I am really excited to be continuing my partnership with iCandy. I absolutely love their products and couldn't live without my Peach 7 pushchair and MiChair for Bambi. I am so proud to be working with them again throughout 2024."*

Molly-Mae's unique sense of style and iCandy's commitment to quality and groundbreaking design have resulted in a range of products that effortlessly combine fashion-forward products with practical functionality. The collaboration has resonated not only with Molly-Mae's dedicated fanbase but also with all style-conscious parents seeking products that enhance their lifestyle while prioritising the comfort and safety of their little ones.

- ENDS -

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 groundbreaking 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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