

# iCandy

BORN IN LONDON | 1933

## The iCandy MiStand: Elevate Every Moment

iCandy is thrilled to unveil the highly anticipated iCandy MiStand – where innovation meets interiors. Thoughtfully engineered with both style and practicality in mind, the iCandy MiStand is a sleek, minimalistic and lightweight carrycot stand designed to simplify life with your little one, offering a seamless blend of functionality and safety. Perfectly complementing iCandy's luxurious range of pushchairs and highly acclaimed iCandy MiChair, the stylish and timeless highchair that parents love.



### Designed for Versatility

Available in a sophisticated matt black, durable finish, the iCandy MiStand is compatible with the complete iCandy pushchair collection including the iconic iCandy Peach 7, the multi-functional Orange 4, adventure ready Peach 7 All-Terrain and the innovative Core with adaptors included for effortless integration.

Whether configured with a carrycot (0-6 months/9kg) or seat unit (6-36 months/15kg), the iCandy MiStand adapts to your growing baby's needs, offering exceptional convenience both at home and in any away-from-home setting.

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## Overnight Sleeping

The iCandy MiStand provides a secure overnight sleeping solution, keeping your baby comfortably close. All iCandy carrycots, including The Lullaby Trust-approved Peach 7 carrycot, are approved for permanent overnight sleeping. It's the perfect alternative to a Moses basket, crib or travel cot, offering both convenience and peace of mind.

## Portability and Ease of Use

Perfect for travel or family visits, the iCandy MiStand is lightweight, freestanding, easy to set up and folds and unfolds within seconds! The removable, extra spacious basket with an impressive 2kg weight limit offers ample storage and includes a convenient carry handle, making it effortless to transport between rooms for naps or new environments.

The rubberised PU feet provide a secure and non-slip grip, ensuring complete stability on every surface. With the iCandy MiStand, your baby remains comfortable and secure wherever you are.



## Elevating Interaction and Bonding

The iCandy MiStand positions your baby at seating level, fostering meaningful interactions such as reading, singing and playing. This close connection supports your baby's early language development, focus and social skills, while promoting feelings of safety and security.

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## Safety and Ergonomics at the Forefront

The iCandy MiStand elevates baby away from drafts, pets and siblings while providing parents with an ergonomic solution that reduces bending and aids lifting. This thoughtful design ensures comfort for both baby and adults.

The iCandy MiStand represents a new standard in parenting ease, merging safety, interaction and portability into one elegant and sophisticated solution. Proving once again that baby essentials can look beautiful in the home, it is an investment-worthy piece of furniture with a 5-year warranty included, which has been thoughtfully crafted to adapt to your family's evolving needs.

Elevate your parenting experience with the iCandy MiStand. An elegant and versatile piece of furniture, the NEW iCandy MiStand will become a key piece in any stylish family home.

Now available to purchase online or via an authorised iCandy retailers.

For more information, visit <https://www.icandyworld.com/products/mistand>

RRP: £129.00

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## About iCandy World Ltd

At iCandy, our passion is to elevate the journey of parenthood through innovation, style, sustainability and the highest standards of quality.

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](http://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.



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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 supports *Great Ormond Street Children's Hospital*. The long-standing relationship with GOSH is one which the brand is extremely proud of, with all fundraising endeavours going towards raising money for the charity.

iCandy is also honoured 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 have more recently partnered with the UK's leading perinatal charity, the *PANDAS Foundation*, to help them in their work providing free mental health support for parents, carers and their networks, ensuring that no one has to face challenges alone.

iCandy is proud of its commitment to sustainability through the establishment of a dedicated Sustainability Taskforce and the achievement of ISO 14001 certification. These initiatives underscore iCandy's commitment to recognising the part it plays in environmental responsibility and align with its mission to elevate the journey of parenthood through innovation, style, and sustainability. [www.icandyworld.com/pages/our-sustainability](http://www.icandyworld.com/pages/our-sustainability)

For further information, please contact:

**Anna Owers, Head of Communications:** [annao@icandyuk.com](mailto:annao@icandyuk.com)

**Fran Dawson, Assistant PR Manager:** [francescad@icandyuk.com](mailto:francescad@icandyuk.com)

