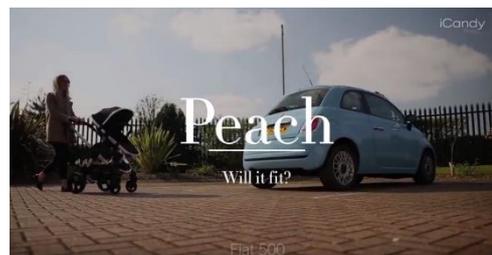


iCandy launch Will it Fit? Campaign

(Biggleswade, UK) - 6th June 2017-

A crucial consideration for parents when visiting a retailer, browsing the internet, or going to The Baby Show is whether a particular model of pushchair will fit in the boot of their current car. One of iCandy's core values focusses upon the notion that having a baby doesn't mean an individual has to change their lifestyle, whether this be their sense of style, or in this case the family car. In order to help parents, iCandy has recently launched an extensive "Will it Fit" campaign across their entire range of luxury pushchairs, with even more content to come over the coming months. iCandy will be placing their pushchairs into the boot of popular cars, demonstrating how they fit into vehicles which are considered small in size.



To date, iCandy have tested their pushchairs with the most commonly searched cars on google. The iCandy range has so far been placed in a Fiat 500, a Nissan Juke, and a Volkswagen Polo. iCandy will continue to test their pushchairs in the boots of popular cars which are considered too small for most pushchairs. It may come as a surprise to some parents that iCandy strollers will fit into the smallest of vehicles, especially given the fact that many pushchairs on the market cannot do the same. Having a compact fold is crucial for storage and ensuring a family can visit desired destinations on a day out with ease. The aim of these videos is to help reassure parents who are looking to find out whether a potential iCandy pushchair will fit in their car.



----- ENDS -----

For stockists call **01767 604 400** or visit www.icandyworld.com

For press information contact Nick Kemp, iCandy PR Executive:

T: 01767 604 400 (option 7) or E: Nick@iCandyuk.com

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

Don't forget to follow iCandy World on Instagram, Facebook and Twitter



Media Alert

July 2017

Keep an eye on iCandy's [YouTube channel](#) to remain up to date with the brand's latest video content, and view what other popular vehicles iCandy's luxury pushchairs are tested with.

- ENDS -

NOTE TO EDITORS:

- iCandy is a British family business that celebrated its 80th anniversary in 2013.
- 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.
- iCandy's innovation of the world's first multi-configuration single-to-double pushchair in a single footprint is the cornerstone of iCandy's success in the UK and globally, and we are incredibly proud to be promoting great British design around the world.
- In 2016 iCandy were 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.
- iCandy support Great Ormond Street Children's Hospital, having pledged to raise money towards the building of an enclosed isolation recovery bay at the Hospital. The relationship with GOSH is one which the brand are extremely proud of, with all fundraising endeavours going towards raising money for the charity. Please see iCandy's Just Giving page for more information. <https://www.justgiving.com/company/iCandy>

----- ENDS -----

For stockists call **01767 604 400** or visit **www.icandyworld.com**

For press information contact Nick Kemp, iCandy PR Executive:

T: 01767 604 400 (option 7) or E: Nick@iCandyuk.com

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

Don't forget to follow iCandy World on Instagram, Facebook and Twitter