

Own the City: The iCandy Raspberry

The iCandy Raspberry first launched in 2014. It catered towards those parents living in urban surroundings. The Raspberry was introduced as the quick, lightweight and agile stroller of the iCandy family. Hopping on and off buses, cars and the underground, the Raspberry was designed to own the city, proving a resounding success; winning a Red Dot Design award in the process. Beautifully crafted and displaying instantly recognisable iCandy curves, the Raspberry offered parents the opportunity to mix and match their fabric colours thanks to the use of flavour packs. Forming part of the much anticipated 2018 collection, the undisputed lightweight pushchair from the iCandy range has been meticulously refined, fresh for the new generation. The tagline for the new Raspberry is Own The City, its mandate is to transform city living for parents around the world.

Revolutionary functionality:

The wheels of the Raspberry have been given a full redesign, lending them a similar appearance to the rest of the iCandy range. The tyres are made from puncture proof PU, resulting in an even smoother ride and once more creating synergy with the rest of the iCandy ensemble. The front swivel wheels can also be locked, allowing far greater control, which will provide a firmer ride. The iCandy auto-lock is once more a useful feature which is included on the Raspberry, keeping the pushchair in line with the rest of the range. The Raspberry now benefits from the use of ingenious iCandy elevators. The industry first iCandy elevators now mean that the Raspberry can be used at cafes, restaurants and at home as a highchair.

A Surprising Inclusion:

One noticeable change to the Raspberry for fans of the previous pushchair is the inclusion of a carrycot. The carrycot, like all iCandy carrycots, is suitable for permanent overnight sleeping. Furthermore, a bumper bar is now included with the carrycot, further boosting the safety and security of the pushchair.

The Fabrics Upgrade:

In an effort to further modernise the iCandy Raspberry, the fabrics have received a complete overhaul, utilising a thoughtfully considered honeycomb weave, giving the impression of a two tone look. The fabrics for the new pushchair are also much denser than the previous fabric, resulting in a far more premium looking pushchair. Moreover, the Raspberry now offers an extendable canopy which is SPF 50, and includes a meshed vent for increased ventilation for baby, and a sun peak.

The Seat Unit:

As a result of feedback from parents, the seat unit has been crafted with deeper comfort in mind for baby, with carefully quilted touches bringing a new level of luxury to the stroller. The interior of the seat unit has been crafted using symmetrical lines, it also offers a much deeper seat unit than its peers. A handy storage pocket on the back of the seat helps ensure valuable items always remain close to hand. The iCandy branding on the stroller has also been reduced, lending a more sophisticated and clean look to the pushchair, a design decision which has been implemented across the entire iCandy range. Meanwhile, the brand new Duo-Pod multi climate system means parents have both a footmuff and seat liner in one. The liner is fully reversible, with a fleece side for winter, and a lighter side for summer. Meanwhile, the liner has an additional piece of fabric, which simply attaches using zips to create a footmuff for the colder months. Efforts have been made to ensure the smooth ride and independent suspension isn't disturbed by any unnecessary noise, particular care has been taken to

ensure there is no disruption to the family experience. The harness size of the pushchair has also been increased, catering for larger babies. The pleasant pushchair design is finished by the inclusion of an ergonomic soft touch leatherette handle and carrycot bumper bar, which provides an instantly gratifying experience for parents when using their iCandy Raspberry.

Own The City:

Every care and consideration has been taken in refining the popular Raspberry pushchair. The stroller will be launching in Paris, before traveling to Koln, and then home to London. Aesthetically, the Raspberry also boasts two brand new chassis finish's named Moonrock and chrome, which are destined to turn heads and receive envious glances. The 2018 collection fabrics are inspired by iconic London locales, and are as follows... Bloomsbury Black, Saville Row Sand, Kings Road Khaki, Piccadilly Pink & Greenwich Grey.

The new iCandy Raspberry will be available online and in stores from November 2017.