

Biggleswade UK, July 2019

iCandy launches the Lime pushchair in Slate Colourway

The choice of parents who demand seamless functionality and everyday usability, the iCandy Lime is a multi-functional, compact fold travel system. The pushchair is not only celebrated for its integrated ride on board and one of the fastest and most compact folds available but also its offering of contemporary colourways. A new shade named 'Slate' now joins the iCandy Lime collection, a modern colourway that will be paired with iCandy's iconic chrome chassis, all with leather-look detailing.

The deep blue colour is inspired by looks seen on the pre-AW19 runways as well as trend forecasts within the world of interiors too. The beautiful unisex shade offers a bold yet sophisticated look that will stand the test of time.

Comprising 381 components that have each been carefully considered and designed to ensure the utmost in functionality and quality, the Lime takes baby from birth to 25kg. Offering a seamless solution for a growing family, the Lime has the added benefit of an integrated ride-on board which holds up to 20KG and eradicates the need to purchase an additional cumbersome attachment.

The spacious carrycot, which can be used from birth, boasts a super soft velour liner and ventilated mattress for ultimate comfort for baby. Suitable for permanent overnight sleeping, the iCandy Lime carrycot is a contemporary alternative to a traditional Moses basket and offers parents the convenience of moving baby from room to room without compromising on the style of their home.

When baby progresses into the seat unit, the Lime's TotalFold system comes into its own, meaning the Lime folds quickly and easily with the seat unit and bumper bar still attached. Offering one of the fastest and most compact folds available, the Lime is the perfect travel system solution for busy families on the go. Whether the Lime needs to fit into a small car boot or be tucked away discreetly in a hallway, TotalFold is also a great solution when space is at a premium. As well as these additional functionalities, the Lime boasts the celebrated core credentials of an iCandy pushchair including 10kg basket, one-touch 5-point harness, adjustable leatherette handle and convenient carry strap.

The Lime bundle comes with chassis, carrycot/seat unit, car seat adaptors, elevator adaptors and rain cover. iCandy Lime Plus provides a coordinating changing bag and luxury 'Duo Pod' in addition to the Lime bundle essentials. The innovative Duo Pod combines a colour co-ordinated footmuff and seat liner which boasts a soft touch fleece on one side and a cooler breathable fabric on the reverse. Avoiding the need to purchase multiple accessories, the 'Duo Pod' offers the flexibility to remove the footmuff in the summer months and reattach it in the winter, providing optimum comfort for baby whatever the weather. The matching messenger style changing bag includes a padded changing mat

and easy to access bottle holders offering the perfect unisex option for keeping baby essentials close to hand.

Slate is just one of a range of exclusive Lime colourways and joins Onyx, Mulberry, Glacier, Turmeric, Cedar, Stone and Lime. Loved by celebrity parents such as YouTube sensation [Louise Pentland](#) and Professional Travel Blogger Rosie Thomas of [The Londoner](#), the iCandy Lime is as stylish as it is functional.

The Lime in Slate is available now at icandyworld.com. Find your nearest iCandy [Stockist](#).

NOTE TO EDITORS:

- iCandy is a British family business that celebrated its 85th anniversary in 2018. 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 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.
- In 2018, iCandy was bestowed with another Queen's award, this time for the coveted accolade of Innovation.
- iCandy support Great Ormond Street Children's Hospital and raised £100,000 towards the building of an enclosed isolation recovery bay at the Hospital. The relationship with GOSH is one which the brand is extremely proud of and fundraising endeavours continue within the business in aid of the charity. Please see iCandy's Just Giving page for more information. www.justgiving.com/company/iCandy