

iCandy Celebrates Journeys to Parenthood

November and October are key months in raising awareness of adoption, with an aim to break down stigmas and dispel myths about the process as well as to celebrate adoption and the life changing impact it has on children and their adoptive parent/s across the world. Adoption is one of the many ways of starting or growing a family, alongside IVF and surrogacy, all of which enable every family dynamic to give a child or children a loving home.

With so much discussion in the news about what a family Christmas may look like this year in light of Covid-19 restrictions, iCandy is reflecting on the journey to creating a family for different people and the routes they undertake to have a child, whether through infertility, same sex relationships or the choice to have a baby alone.

In particular, iCandy has been privileged to hear the stories of many same-sex couples and their journey to having a child.

iCandy parent and Emmerdale star Michelle Hardwick welcomed her son Teddy in October with wife Kate. To mark National Fertility Awareness Week, Michelle recently shared a series of personal photographs via Instagram, adding that her IVF journey with Kate had been a 'rollercoaster of emotions'.

Last year iCandy interviewed Amber Wilde, founder of 'Meet the Wildes' - a UK-based Family and Parenting blog with a particular focus on motherhood in a two-mum family. Amber and her partner Kirsty are parents to five young children – two sets of twins and a toddler. When asked by iCandy about sharing their lives online, Amber commented, "My favourite comments are from LGBT people, usually young women, who say that we give them hope".

iCandy parent and actor Kieron Richardson welcomed twins via surrogacy in 2017 with his husband Carl. The family is preparing for their fourth Christmas together as a family of four, with Kieron sharing photos of their beautiful family Christmas tree on Instagram. Last year's countdown to Christmas involved a magical trip to Disneyland, with twins Phoebe and Chase keeping 'extra cosy' in their iCandy Peach pushchairs according to Kieron!

Martin, iCandy's MD and Graham, iCandy's Head of Buying shared their journey to parenthood on the iCandy Life blog. The couple chose surrogacy as a route to their family and share invaluable information to other prospective parents: "you cannot go into this blind, you have to do your research. When we started our research there was a number of programs regarding adoption and surrogacy, plus the internet has a wealth of information. We spoke to our local adoption providers, we had consultations with surrogacy agencies, mostly US based, and started to form a plan and an idea of how we wanted to proceed".

To read Martin and Graham's full interview, head to the iCandy Life [Blog](#).

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About iCandy World Ltd

- 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.
- 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 support 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