

iCandy

BORN IN LONDON | 1933

iCandy Announces the Arrival of the Peach 8 - Tailored to Perfection: The Next Generation -

Under strict embargo until 8th April 2026

iCandy, the award-winning British nursery brand, is proud to unveil the next chapter in its iconic Peach collection: the iCandy Peach 8. Designed to grow with modern families, the Peach 8 builds on one of iCandy's most defining innovations - a tandem pushchair that effortlessly converts from a single to a double or twin, all on a single footprint without compromising manoeuvrability, balance or style.



A Legacy of Adaptability

Launching this Spring, the Peach 8 marks a new era in design evolution, innovation and luxury. Building on the legacy of its celebrated predecessor, the iconic Peach 7, this latest model refines and elevates a concept that has become synonymous with the iCandy name: futureproof design that adapts as families grow.

For nearly two decades, the Peach has been celebrated and trusted by families around the world, not only for its design and performance, but for pioneering a luxury solution to one of parenting's biggest challenges: how to transition seamlessly from one child to two.

With the Peach 8, iCandy brings this hallmark feature to the forefront once again, reaffirming its commitment to intuitive, long-lasting design that evolves in step with modern family life.



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Celebrated and trusted as a design-forward favourite of families the world over, the iCandy Peach range has always epitomised performance, elegance and effortless functionality. The Peach 8 takes this legacy further - introducing refreshed styling, refined details and future-forward features that reflect the ever-evolving needs of today's families, from newborns to growing siblings.

Revealed at an exclusive industry launch event in Spring 2026, iCandy took guests on an immersive journey through the evolution of the Peach range - from its earliest models to its position as a design icon in the nursery world, with its single-to-double capability remaining a defining thread throughout its history.

Available in eight distinctive colourways, the Peach 8 includes four defining SIGNATURE range colourways - Black, Grey, Porcini and Taupe and four bespoke EDITIONS colourways – Coffee Bean, Biscotti, Coco and Pecan. Each showcases a bespoke chassis, premium fabrications and contemporary aesthetics designed to elevate everyday strolling into a statement of style.

Innovation in Every Detail

The eighth generation of Peach introduces a series of new features designed to enhance usability, comfort and convenience:

- Collapsible carrycot for easier storage and transport
- Ventilation panels at the head and foot of the carrycot, delivering over double the airflow compared to Peach 7
- A total of 1,300cm² of carrycot ventilation, representing a 120% increase compared to the Peach 7's 592cm² - helping to regulate temperature and improve comfort for baby in all seasons
- Extended canopy coverage, ideal for nap times or sunny days
- New cut-and-sew design on the carrycot and seat unit, crafted with recycled fabrics
- Improved ergonomic carrycot/seat unit release system
- Flip-flop friendly brake with colour indicator
- Enhanced suspension for a smoother ride

These join the much-loved features carried across from the Peach 7, ensuring the Peach 8 remains as versatile as it is stylish:

- Suitable from birth, up to 25kg
- Car seat compatible including with the iCandy Cocoon 360
- Carrycot approved by The Lullaby Trust* for permanent overnight sleeping
- Compatible with the iCandy MiStand Carrycot Stand
- Converts effortlessly from a single to a double or twin pushchair on the same single footprint - ideal for growing families or siblings close in age, without compromising manoeuvrability or style

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Certificate No:442342024

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- One-handed fold for ultimate convenience
- Integrated Ride-on Board
- Roll-up & Dine functionality for mealtimes on the go
- One-handed seat recline
- Seat unit protector to minimise wear and tear
- 10kg basket capacity
- 5-year warranty

iCandy Pushes Sustainability Forward with Peach 8 Pushchair

iCandy is proud to announce that the main fabric on every Peach 8 pushchair is made using recycled polyester yarn derived from approximately 134 plastic bottles. By using recycled materials, iCandy reduces its reliance on virgin resources while maintaining the luxury and quality families expect.

Each pushchair saves around 1.6 kg of virgin petroleum-based materials and reduces carbon emissions by an estimated 2.5-4.2 kg. The process also conserves approximately 12.4 kg of water and between 6-12 kWh of energy.

This initiative forms part of iCandy's ongoing sustainability strategy, demonstrating how style, performance and considered design can align with measurable resource savings.

Crafted Without Compromise

Rooted in iCandy's four brand pillars - Design, Innovation, Sustainability and Quality, the Peach 8 is more than a pushchair; it's a celebration of thoughtful craftsmanship and considered parenting.

With heritage at its core and innovation in every detail, the Peach 8 showcases iCandy's relentless pursuit of perfection, from improved usability to futureproof adaptability, and the continued evolution of its signature single-to-double design.

A Star Is Born

"The Peach 8 is not just a pushchair, it's a representation of how far we've come as a brand," says Paul Walker, Director of Product and Design at iCandy.

"From the very beginning, the Peach has been about creating a pushchair that grows with families. With Peach 8, we've refined that philosophy even further - perfecting the single-to-double concept while elevating every detail. We've listened to parents, studied trends and pushed boundaries. The Peach 8 is the most considered, stylish and versatile pushchair we've ever created."

Availability and Pricing

The iCandy Peach 8 will be available for pre-order from 8th April 2026 at <https://www.icandyworld.com/collections/peach-pushchair> or via your nearest stockist.



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SIGNATURE – Black, Grey, Porcini, Taupe

Peach 8. *RRP: £1,199*

Peach 8 Complete Bundle. *RRP: £1,299*

Peach 8 Complete Bundle with Cocoon 360 Car Seat & Base. *RRP: £1,599*

EDITIONS – Coffee Bean, Biscotti, Coco, Pecan

Peach 8. *RRP: £1,299*

Peach 8 Complete Bundle. *RRP: £1,399*

Peach 8 Complete Bundle with Cocoon 360 Car Seat & Base. *RRP: £1,699*

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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

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.

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.

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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 8 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

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