

## Safer sleep

The Lullaby Trust team will be attending this year's show and is keen to hear from companies who might want to get involved. The charity provides specialist support to bereaved families, promotes expert advice on safer sleep and raises awareness on sudden infant death. Sudden infant death syndrome (SIDS) is the sudden and unexplained death of a baby or toddler where no cause is found after detailed post-mortem examination.

The Lullaby Trust is the only charity in the UK which works to reduce SIDS by providing essential safer slept information. It has a number of nursery brand partners in order to elevate businesses in the nursery industry to establish themselves as market leaders in sleep safety. If you would like to know more, contact Jess Coolbear - [jessicac@lullabytrust.org.uk](mailto:jessicac@lullabytrust.org.uk) to arrange a meeting at the show.



## Fun and functional

Dive into a world of sensory play with Jellystone Designs, now proudly partnered with Halilit as the official UK distributor! The cutting-edge collection features teething-friendly accessories that

redefine fashion and functionality for all ages. Designed to be safe, sustainable, and visually stunning, Jellystone's products redefine functionality.



Explore the range of chewable jewellery, teethers, calm down bottles and lifestyle pieces that combine aesthetics with purpose. Crafted from FDA-approved, BPA-free silicone, Jellystone's creations offer soothing relief for teething tots while adding a chic touch for parents. Whether it's a statement necklace or a playful teether, Jellystone Designs brings together fashion, function, and peace of mind. Shop now at Halilit UK!

**Visit Halilit on Stand B13**

## Compact design

Didofy specialises in revolutionary stroller designs, earning it acclaimed awards. Addressing a common parental stress, Didofy introduced the GravityFold and MagicFold, simplifying pushchair folding and storage. These innovations ensure uninterrupted moments with little ones. The Aster 2, suitable from birth, is an ideal travel companion - compact, light, and approved as hand luggage. The Stargazer travel systems offer versatile features, from collapsible carrycot to world-facing stroller, prioritising adventures with little ones through its compact design and easy fold. Didofy offers generous



margins and a direct-to-consumer dropship service. Book an appointment at the show to discuss our retailer promise.

***Visit Didofy on Stand C12***

## Exciting new launches

The Babymoov team is excited to be back at Harrogate this year following on from the very well



received new branding launch to celebrate its 25<sup>th</sup> anniversary at last year's show.

Babymoov will be revealing more products in line with its premium positioning, eco-friendly ambitions and values. Highlights include new colours in its market leading Nutribaby range, a new travel bottle warmer, and new competitively priced and innovative video monitors range as well as a connected version of its benchmark Swoon Evolution swing. For Badabulle, there is a show-stopping new nightlight range, new swings and bouncers, and a folding bathtub.

***Visit Babymoov on Stand C26***

## Cool and convenient

A super-fast, one-handed folding and unfold makes the Influencer Air pushchair a breeze to use.

In addition to its compact size and lightweight, the Influencer Air has some great features, such as a newly added ventilation mesh panel on the back which keeps the child cool, and a handy pocket that keeps personal belongings close at hand. This pushchair will be a companion whether travelling by car, public transport or plane. Yes, the Influencer Air is cabin-friendly!

Complete the look perfectly by adding one of the Influencer Air's coordinating accessories available in five stylish, on-trend colours.

***Visit Leclerc Baby on Stand B12***

