

Less than a week to go! Are you ready?

With the show opening its doors in less than a week, now's the time to plan your visit and get ready to discover the latest products, meet exciting brands and uncover new opportunities for your business.

This is the first of two pre-show newsletters landing in your inbox this week, showcasing even more of the fantastic products waiting to be discovered.

Not registered yet? Don't miss out! Entry is FREE for all trade visitors, so secure your place today and share the registration link with colleagues who won't want to miss a moment.

[REGISTER FOR FREE HERE](#)

Practical solutions

For more than 25 years, Babymoov has developed products with parents and professionals to make everyday family life easier. Covering feeding, weaning, sleep, comfort, travel, and nursery, Babymoov is known for thoughtful, practical solutions like the Nutribaby food makers and YOO monitors. At Harrogate, Babymoov will showcase a curated selection of well-known favourites plus new products coming in 2027. Visitors can explore the latest additions and discover Babymoov's approach to long-lasting, parent-informed design.

Visit Babymoov on Stand C5



Best-selling collaboration

1Two Kids will be showing its two exclusive brand Sophie la girafe & BabyBliss. Sophie la girafe, the best-selling, award-winning baby teething brand has over 150 lines now available with lots of beautiful editions for this season. BabyBliss organic sleepwear system for newborns to 5 years, in 3 defined stages, Snug, Sac & Jump, in beautiful patterns and textures with licenced designs for Sophie la girafe making a wonderful collaboration.

Pop along to view the new lines and best sellers for AW26 & SS27

Visit 1 Two Kids on Stand C4



Shady innovation

Shady is the first car sunshade that allows you to wind your window down. Re-inventing the car sunshade for the next generation of parents.

Shady is not simply another car sunshade. It is a purpose designed baby safety and sensory product that solves the fundamental problems parents have traditionally accepted with conventional car shades. Shady is the fully adhesive car sunshade that stays securely in place,

blocks 86% of harmful UV rays, allows the car window to be wound down, and combines sun protection with high-contrast sensory designs created specifically for newborns. Safer journeys. Less hassle. A better experience for baby and parent.

Visit Shady on Stand C20

