

Innovative shopping right on your doorstep

The nursery sector is driven by innovation, creativity, and a shared commitment to supporting growing families. This year's show is a celebration of everything that makes our industry special – a dynamic mix of trusted favourites, exciting newcomers, and fresh ideas designed to inspire and delight.

Follow our newsletters in coming weeks, or visit the website at www.nurseryfair.com for more information.

Top class

BabyStyle is gearing up for its biggest Harrogate International Nursery Fair yet – and it's one you won't want to miss! Fresh from celebrating 25 years, the brand returns this October with a dazzling line-up of innovations, headline launches and the first UK showcase of its prestigious partnership with Aston Martin. From the game-changing Oyster Vee travel system to the eagerly awaited egg® Sky stroller and revolutionary eggX®, the stand will be packed with excitement. Add in the iconic Sunday night party and a refreshed stand design, and BabyStyle is ready to make Harrogate 2025 truly unforgettable.



Visit BabyStyle on Stand M6

Pushing Boundaries

iCandy's passion is to elevate the journey of parenthood through innovation, style, sustainability and the highest standards of quality. As an award-winning, family-run business since 1933, the iCandy team is excited to showcase upcoming newness at Harrogate International Nursery Fair 2025 - pushing boundaries once more with beautifully designed, forward-thinking pushchairs and nursery products.



Visit iCandy on Stand C1

Super soft

Soft Touch Babywear is delighted to announce its debut at Harrogate. Soft Touch has built a trusted reputation for delivering high-quality baby clothing and accessories to families across the UK and Europe. With nearly four decades of experience, the brand continues to blend timeless style with modern practicality, offering products designed with both parents and little ones in mind. Visitors will have the opportunity to explore our latest collections, discover best-selling baby essentials, and connect with a brand backed by exceptional service and dedicated to comfort, quality, and care since 1986.

Visit Soft Touch Babywear on Stand C26

