

Exclusive previews

Welcome to the latest edition of the Harrogate International Nursery Fair newsletter – your go-to source for the latest updates, industry insights, and exhibitor highlights as we count down to the UK's only nursery trade show. Whether you're an established brand, a first-time exhibitor, or a buyer looking for the next big thing in nursery innovation, we've got everything you need to stay informed and inspired. We bring you exclusive previews, important announcements, and practical tips to help you make the most of your time at the show. Stay tuned – Harrogate 2025 is shaping up to be unmissable!

Supporting development

Founded in Hong Kong in 2015 by award-winning educator Ella, **My First Book** makes exclusive Montessori-inspired learning materials accessible to all families. Each interactive fabric book is carefully crafted to support key developmental stages from birth to preschool, blending durable materials with engaging activities. Children explore textures, sounds, and visual cues, building cognitive growth, fine motor skills, curiosity, and independence. Rooted in Montessori principles, these books promote self-directed learning through play and discovery. Ideal for both home and classroom use, My First Book empowers parents and educators to create joyful, inclusive, and high-quality early learning experiences for every child.



Visit My First Book on Stand C27

Quality textiles

MuslinZ is excited to return to Harrogate International Nursery Fair 2025, marking over a decade of attendance. Proudly designed in the UK, MuslinZ specialises in high-quality, affordable baby textiles that are designed to perform perfectly and stand up to frequent washing. We focus on functional design, durability, and value—backed by customer feedback that drives our innovation. As a trusted parent brand, we're thrilled to showcase our latest collections, and exclusive show offers at this year's event. Visit us at Harrogate to discover why MuslinZ continues to be the go-to choice for new and expecting parents across the UK and beyond.



Visit MuslinZ on Stand C41

Chicco returns

The RKW team is excited to showcase the innovative Chicco Zest 3-in-1 Highchair at Harrogate International Nursery Fair! Designed to grow with your child, the Zest transforms from a

comfortable highchair for little ones (six months+), to a toddler chair for independent play and meals, and finally into a sturdy youth stool that supports up to 40kg, perfect for years of use.

Lightweight at just 4.5kg, it's easy to move, folds away compactly and is a breeze to clean. Visit us at the fair to explore this versatile highchair and discover why it's a must-have for modern family living.

Visit Chicco on Stand M5

Carrier classics

This year, iconic, Swedish family brand, BabyBjörn, best known for the multi-award-winning Baby Carriers and Bouncers, is proud to exhibit once again at Harrogate International Nursery Fair. With a focus on colours and fabrics, new for this year will be Bouncer accessories including a new Soft Friends Toy Bar, and new Sand-Grey Tri-Fabric cover for the Bouncer. In carriers, the new Baby Carrier Harmony in Woven Melange can be seen in Light Beige and Blue as well as a Grey Beige 3D mesh version. The team is looking forward to catching up with friends, retail partners, media and colleagues at the show.

Visit BabyBjörn on Stand C3

