

The London Baby Directory Awards 2012

After 16 years of scouring the streets of London and the internet for the best services, reviewing products and sourcing ideas that any new family could need in London, the Baby Directory celebrates the best products that will make any new family's life better in the weeks and months ahead. Many other parenting awards invite companies to pay to nominate their own products but here we have selected the winners based purely on our experience of these items as used by real parents.

From established brands and tried and tested baby equipment to new names in fields such as pushchairs and skincare, our Urban Parent awards not only take into account high performance and thoughtful design, but innovation and imagination in this vast field. All this, plus the unique perspective of being the only parent product awards which are specifically looking for those winners that perform well in city homes and within an urban lifestyle. After all, the funkiest pram might never fit into an apartment lift, a city car boot or get you safely round your favourite boutique!

We were delighted to work with **BabyList** on these awards. Matching our years of experience as London-based parents and parenting journalists, the team at **BabyList** are specialists in advising parents to be and new families on the

whole range of baby goods they might need, according to each different family's needs and style. Sourcing these goods for over 16 years, **BabyList** have their eye on tried and tested quality, what urban families really need, and what new ideas are evolving within the market all the time.

After hours of shortlists and re-drafted shortlists - and the most pedantic discussions around feeding, baby bedtimes and car journeys - we hope you find our urban baby awards inspiring and genuinely useful.



Babylist and the London Baby Directory

Preparing you for parenthood

Now close to celebrating their 18th birthday, Babylist is the original nursery planning service. Babylist guides parents-to-be through every aspect of the nesting process to help you create the perfect nursery for your new family.

At Babylist - bespoke rules

Becoming a parent is one of life's greatest joys. You move from individual to family unit, but this isn't to say that you lose your individuality.

Babylist's totally tailored approach enables you to make the right choices for you and your new family.

If you are looking for a buggy, whether you drive a hatchback, are a keen runner or have stairs up to your home will all play a part in choosing what is right for you and your soon-to-be family.

It's about family

Babylist is a family-run business based in West London; Anita - Babylist's nursery guru - has become famous amongst friends and clients for her warmth of character, fabulous indepen-

dent advice and experienced eye. If it's out there Anita will have seen it, tried it and will enable you to make an informed choice about it.

An unrivalled range that's right for you

In an internet-age of ready information, the choice of products, fashions and styles can be bewildering. Babylist cuts through the noise and listens to your individual needs. Babylist's world-class, hand-picked product range, including the best brands as well as their own exclusive discoveries, has been honed, tried and tested, which means clients can be wholly confident in their choices.

The Babylist experience

The Babylist process begins with a two hour consultation at their beautiful nursery with Anita or another trusted nursery guru. Consultations are one on one, private and relaxed. Babylist then works with clients to create a list of everything you and your baby need. Everything at Babylist is ordered individually for the client, which enables them to focus entirely on the client's needs. Discreet and dedicated, Babylist then delivers everything to your door before helping to create your perfect nursery.

Contact Babylist

For the most personalised advice from experienced professionals who have been there before and for the most stylish and practical product range, call Babylist on **0207 371 5145** or email joey@babylist.com and book your complimentary consultation in their West London nursery.

Winner
From birth pushchair
iCANDY PEACH



Most pushchair and pram combinations at the higher end of the market now tick all the boxes in terms of being easy to fold, store and adjust for different uses. They usually even have some cute extras. But for your baby's first walk about town, what parent wouldn't want a little bit of wow factor? We feel the iCandy Peach, with its confident maneuverability, comfortable carrycot and seat options, and range of stylish finishes is a real winner.

The Uppababy Vista (last year's Baby Directory winner) continues to impress, and we expect the forthcoming Quinny Moodd (in cool Apple-esque white) to turn heads, but for now, the iCandy Peach, with its lightweight aluminium chassis, luxuriously large shopping basket and flexible front and rear facing modes, truly distinguishes itself as an urban baby chariot that can take on the countryside too. (Plus the special London edition out-Bugaboos Bugaboo for contemporary cool!) www.icandyworld.com

Winner
Double pushchair
BUGABOO DOUBLE



The double buggy is one of the most hotly debated categories when it comes to a best buy. After all, who is it for? Twins or two siblings of different ages? Is one child at nursery and needs collecting by car? Are you going out with just one today so you only need a single pushchair? And ultimately, is this a model you can physically squeeze through your front door? So many questions – and that's the last thing a parent with two small children needs to be worrying about. So, we've plumped for the bugaboo donkey.

The Mountain Buggy Duet is a strong performer too, with its flexible combinations of pushchair, pram and infant carrier fittings, but the Bugaboo donkey is stylish, durable and in its range of two-seat combinations, seems to be considering where life is going to take you and your child – from birth to later toddlerhood, all in three little clicks. Added to this, the space to store and carry bags can be altered – a simple yet much appreciated innovation! www.bugaboo.com

Winner
Buggies and lightweight strollers
QUINNY YEZZ



A lightweight buggy is not going to perform at the same level as your big-buy from-birth pram or pushchair, but once your baby is over six months, something smaller and nippy will become your best buy. And when it comes to small and nippy, the Yezz surges ahead of the pack.

Compact when open and freestanding when it's closed, you can also carry it over your shoulder on days when your child prefers to toddle. It's not the ideal solution if you're looking for a flip-flop fold, but it does have a one-action release and it weighs a mere 5kg thanks to its molded, composite glass fibre frame. Plus its unique skate wheels mean you can weave in and out of the tightest spaces on the street and in stores. Essential for the parent and child about town...

www.quinny.com

Winner
Three-wheeler
MOUNTAIN BUGGY SWIFT



Imagine all the features you want from a three-wheeler – confident handling, a stable ride for your child, sleek design – but with the slim frame you would expect in a regular from-birth four-wheeler. It's all here in the swift.

We still love the Mountain Buggy Terrain – especially for weekends in the country – but with the arrival of the swift, the discerning urbanite no longer has to compromise on performance just because most London roads were built centuries before the pushchair had been invented. Considering it weighs less than 10kg, the swift is an impressive option that offers comfort for newborns and enough support to convey a child as old as 6!

mountainbuggy.com

Winner
From birth car seat
MAXI-COSI OPAL



In recent years the argument for having young toddlers as well as babies travel backwards in cars has been made a great deal stronger, so car seats that manage both directions with reassuring durability are a wise buy. Maxi-Cosi can always be relied upon to innovate in this field, and along with the Pebble (which has proved popular since its introduction), the Opal is an excellent choice.

Suitable from birth to about three and a half years, the Opal offers good value and is easy to adapt as your child grows; you use the seat belt to secure the seat in the same way whether the Opal is rearward or forward facing. You can use it for longer even when it faces rearward too, thanks to the multi-direction adjustability to give more leg and body room whilst maintaining the best head support as your child grows.

www.maxi-cosi.com

Winner
From 9 months
BESAFE IZI COMBI
ISOFIX



It's possible to have your child sitting rearward facing until the age of 4 with this sporty looking car seat, with easy to fit Isofix securings. But, if the time comes when your child wants to ride forward facing, the seat is designed so it's especially easy to thread with a safe, advance belt routing system..

With great side impact protection and four different sitting or sleeping positions, and added cushioning for use with smaller infants, even the most wriggly child should find a comfy way to ride happily.

www.besafe.com

Winner
From 4 years
MAXI-COSI RODIFIX



As your child gets older, the arguments of, 'Do I really still need a car seat?' will become more frequent. The RodiFix, with its sporty design and excellent support for your child (even when he or she has fallen asleep on long, 'booor-ing' drives) should put paid to those disputes.

Other details which encouraged our judges to deem it 'practically perfect' include the patented AirProtect side impact protection in the headrest, as well as side impact protection for the lower back and hips. The RodiFix also has easily adjustable recline action which allows you to fit it suited to whatever angle your car seats are set at. All this, plus easy to thread seat belt routing and easy glide action when you want to make a quick getaway.

www.maxi-cosi.com

Winner
Carrier
BABYBJÖRN MIRACLE



Slings are popular, but with the design of baby carriers becoming ever softer, lighter and reflecting how we instinctively keep our babies close to us, the carrier still tends to offer the more convincing option for parent and baby support and comfort. Pioneers of the baby carrier, BabyBjörn have scored high again with their latest model, the Miracle.

Launched about a year ago, the Miracle has quickly proved to be a success. A premium model, it's suitable for use with babies from birth to about 15 months and offers great back support for the parent, with easy to follow markings which allow you always to gauge at what height on your body your growing baby should be positioned. As your child gets heavier, you can simply adjust the carrier, in order to spread the load across your own body. Plus you can choose from different finishes – soft cotton, organic cotton or airy mesh. An intelligent design that still feels wonderfully natural.

www.babybjorn.co.uk

Winner Monitor BT MONITOR AND PACIFIER

All basic monitors will serve you well if you just want to know when your baby is awake or crying. But these days, video cameras, room thermometers and lullaby programmes are treasured extras. The BT Monitor and Pacifier goes further. With a pretty light show projection, a wider range of tinkly bedtime tunes to play and even an MP3 plug for you to select your own musical or storytime choices, it's the next best thing to you standing by the cot yourself all evening.

www.shop.bt.com



Winner Bed linen and sleeping bags ADEN + ANAIS

Raegan Moya-Jones created her baby bedding inspired by the simple muslin cloth wraps her mother and grandmother has used decades before. Updating these with pretty, modern designs, she has created a beautiful range of swaddles, sheets and sleeping bags that are warm but never stiflingly hot, even in summer.

www.adenandanais.co.uk

Winner BABY DAN

New arrivals appear all the time in the travel cot market, yet the Baby Dan blue and mesh model has been an enduring favourite for years. Easy to open and fold down, with wheels to make it easy to move around and padded bumper rails, it's not the whizziest cot on the market, but it's a reliable performer every time.

www.babydan.com



Winner Mattress LITTLE GREEN SHEEP TWIST

You might not be serving up a mattress as salad, but Little Green Sheep argue a strong case for going organic when it comes to bedtime. The natural properties in organic fabrics perform better as long-lasting, breathable mattress materials compared with cheaper synthetic options, which means your baby is sleeping on something that's more eco-friendly and free from dyes, pesticides and chemicals.

Little Green Sheep uses coconut coir and natural fleece wool as the starting point for all its mattresses, but for the Twist, which we particularly like, there is also a layer of natural latex. This acts as a good support when your baby becomes a more lively toddler. Suitable from newborn to 5 years, it's a great investment. www.thelittlegreensheep.co.uk



Winner Gadget TOMMEE TIPPEE DIGITAL EAR THERMOMETER

Baby temperatures can play havoc with your nerves! More often than not, a briefly raised temperature is just a symptom of a teething phase or the body fighting off a minor bug. But of course, you want to know when it might signal something more serious. At times like this, an ear thermometer can take an accurate reading quickly, with little inconvenience to the out-of-sorts 'patient'.

The Tommee Tippee model is especially good because the tip which goes into the ear is very small so it fits even a newborn ear, but can be used for children and adults too. It also has a fever alert for high readings.

www.tommeetippee.co.uk

Winner Nursing chair OLLI ELLA

Why should your baby's bedroom look any less stylish than the rest of your home? Investing now in a few key pieces that will stay in your home for years will give you far more pleasure than flimsy make-do items, and during those long nursing sessions in the middle of the night, you deserve to be sitting pretty.

Olli Ella's beautiful, British-made gliding chairs allow you to smoothly move back and forth as if you were rocking your baby off to sleep as you feed. Despite its soft suede feel, the upholstery is actually stain resistant and wipeable and the foam filling is chemical free. While there are a few luxury nursing chairs on the market, the shape and finish of Olli Ella chairs puts them in a different class. We especially love the crisp, rich blue model for retro appeal. www.oliella.com



Everyday essentials



Winner Disposable nappies HUGGIES

These days you should easily be able to find a well-designed nappy that doesn't chafe on your baby's legs and doesn't leak even when it hasn't been changed overnight. However, in this competitive market, there are still cute new innovations to be made, and we like Huggies for their clever little wetness indicator stripe that shows you clearly when a change is needed.

More importantly, and why they really go to the top of the class, we love the newborn range which includes an umbilical cord cutaway so that the nappy doesn't rub on your new baby's tenderest parts. www.huggiesclub.co.uk

top of the class, we love the newborn range which includes an umbilical cord cutaway so that the nappy doesn't rub on your new baby's tenderest parts. www.huggiesclub.co.uk

Winner Wipes DERMAH2O WATER WIPES

Last year's winner hasn't been bettered, so here it is again! In the early months, many parents only use water and cotton wool to clean their baby's delicate bottom, but when you're out and about, wipes are so much easier. But do you really want to use something with (even quite gentle) chemicals in? With water wipes you have the best of both worlds.

We also like the idea of Cheeky Wipes – which are reusable baby wipes – but they involve a whole cleansing kit process and the simplicity of Water Wipes really does take some beating.

www.dermaH2o.com



Winner Toiletries PUREPOTIONS

The Brighton-based skincare company Purepotions have seen amazing results with their 100% natural range of products. Suitable for a range of skin problems, their lotions and creams are ideal for babies, children and even adults.

Their Skin Salve, Lavender Nappy Slave and Camomile Bathing Oil are particular favourites for simplicity and effectiveness.

www.purepotions.biz



Winner Changing bag IL TUTTO BRIGITTE

We like baby changing bags that look like properly posh handbags. It's not that we don't want to shout about being new mums, but something of quality that we can enjoy long after the nappies have come off is surely a bonus. There are many on the market which look like something Audrey Hepburn would have taken away with her on a weekend break, but we especially love Il Tutto for sheer quality at a great price (around £149), and their Brigitte is truly gorgeous.

The fashionable shape and style of the Brigitte competes with any regular handbag you'd see all year, with added panels and pockets inside to accommodate all your bottle, wipe and nappy needs. Plus the finish and the pretty lining can't help but raise a smile even when you're in a restaurant loo changing the third unscheduled stinky nappy of the day... www.iltutto.co.uk



Winner Playmat SKIP HOP TREETOP ACTIVITY MAT

One wise investment during the earliest months is a great activity mat. For those days when your baby wants to explore with eyes and fingers, and even for quiet times, a pretty activity mat provides a cosy resting place with stimulating toys and visual features within easy reach.

We love Skip Hop's softly colourful designs because they look great in the nursery and in the lounge, so their Treetop Activity Mat has to be a winner. With five hanging toys, a mirror, built-in sounds and differing textures in the fabric design, it'll keep your baby fascinated for hours.

www.skiphop.com



Winner
Baby chair
NUNA LEAF

If you have the space for this luxuriously sleek baby lounger, we highly recommend it. Instead of bouncing as your baby wriggles, it gently swivels on a smooth-running pivot system, lulling your baby off for naps and making the chair a cosy place to try first weaning experiences.

www.nuna.eu



Winner
Babyfood preparation at home
BEABA BABYCOOK

Easy to use, utterly gorgeous to look at and designed with intelligent parent instincts in mind, the Babycook range is all you need to make your child's meals. Helping you prepare food so it preserves its vitamins, and including clever pots that allow you to cook fast without too much time-consuming supervision, the Babycook range is easily the best in its field.

From simple first weaning dishes that need to be steamed and mashed, to food for older babies and toddlers, you will have everything you need for prep, serving and storing. In fact, you'll probably still be using your steamer-cooker-blender for yourselves when the kids have left for college...

www.beaba.com

Winner
Food on the go
BABY ZILLI

With the best will in the world, sometimes you need to buy readymade baby foods, and when you're out and about, pouch packaging is by far the easiest way of serving just as much food as your baby wants without spoiling the leftovers for later.

In this area, while we like the ranges offered by Ella's Kitchen and Plum Baby, we love Baby Zilli from the kitchen of celeb chef Aldo Zilli. The range features tasty organic dishes, starting with simple veg and fruit choices for babies from 4 months, then moving on to salmon, potato and pea, chicken and parsnip, and even a cock-a-leekie recipe. Available in a wide range of high street stores, they are great value too.

www.zillibaby.co.uk



Winner
Highchair
BABY DAN DANCHAIR

There are some wild and funky designs around in the feeding chair world, but we still admire the simplicity of a wooden chair that 'grows' with your child, eventually becoming a regular stool that blends in with other kitchen furniture rather than being consigned to the broom cupboard.

In the Stokke style, the Baby Dan Danchair has several adjustable levels so the seat and footrest can be changed easily as your child grows. Plus it's designed with extra long feet so it remains stable, whoever is having lunch on it...

www.babydan.com



Winner
Baby toy
SOPHIE LA GIRAFE

An icon of the baby nursery in France since it was first introduced in 1961, Sophie has become a popular baby toy here too. Handmade from natural rubber, she looks cute, feels interesting and can be a wonderful comforter when your baby wants to chew away the teething blues.

The range also includes three alien-looking fungi toys called Chan, Pie and Gnon. (As in 'champignon'!)

www.sophielagirafe.co.uk



Winner
Toys 3-5 years
MINI-MICRO SCOOTER

Once your child is toddling, speed is king! The Mini-Micro Scooter, with its two wheels at the front and one at the back, is one of the lightest yet most stable ride-on toys and it's easy to carry with you for any unscheduled park visits.

The Mini-Micro is suitable for 3 to 5 year olds, but you can buy a seat adaptor which turns it into a ride-on toy for over-1s and then gradually raise the handlebars as your child grows. Now why didn't we think of that?

www.micro-scooters.co.uk



Winner
Best online retailer
TOYELLA

There are a multitude of toy retailers on the internet these days, but few source imaginative, beautiful playthings quite so well as fledgling company Toyella. Who wants a boring old pretend tea set when you can buy a fabric sushi meal or dress in a play costume that's classy enough to be seen on a film set?

Find everything you want here, but just that little bit more cool and cleverer than you'll see elsewhere ... from games and puzzles and toys for all ages, to bedroom accessories and weird and wonderful building kits that will amaze and amuse even a hard-to-please big brother or sister.

www.toyella.com



Winner
Toddler toys
WOW TOYS

Imaginative role play and pretending are all part of a preschool child's way of learning about the world around them. And that's just what this London based toy designer, Wow Toys, has perfected with its range of brightly colour, tactile vehicles. Each toy is a combination of elements, which can

fit together or can be played with separately creating a wide range of imaginative scenarios. Parents love this brand for the the simple fact that they are not battery powered, but have friction motors which allow preschoolers to control speed and direction. And this year they are bang on trend with a cupcake bakery for girls and Ryan's road trip camping for boys.

www.wowtoys.com



Maternity

Winner
Maternity seasonal collections
PRETTY PREGNANT

There are easy staples in any maternity collection, but just because you're pregnant, you really don't have to settle for something practical when you're turning up for a party where everyone else is on-trend.

Pretty Pregnant is a vibrant and imaginative maternitywear company that has added a touch of youthful style to collections for pregnant women since it launched in 2004. With four London boutiques (Chelsea, Clapham, Dulwich and Islington) and an online store, they cover the essentials as well as adding seasonal twists that work with your changing shape. www.prettypregnant.com



Winner
Maternity evening/occasion (and bridal)
SERAPHINE

Seraphine's maternitywear is glamorous in shape, style and even fabric, indulging in silk and lace for those times when you want to feel particularly gorgeous.

Their catalogue includes playful short silk evening dresses with just enough of a sleeve to hide those flashes of flesh (on nights when your pregnancy temperature is on the high side), floaty maxi dresses to make you glide even if you feel like you're waddling underneath, and even stunning wedding dresses for women who want to celebrate the most treasured guest on their special day. In fact, there's an entire maternity wedding boutique for brides and bridesmaids. Classy stuff.

www.seraphine.com

Winner
Maternity nightwear
MELBA

Instead of adapting a pair of your other half's pyjamas, why not treat yourself to maternity nightwear? After all, when you get to hospital, it's your jim-jams you'll be in half the time.

London-based company Melba make nightwear the star attraction in their small but perfectly formed maternitywear range. Robes, nightdresses and PJs are designed to stay comfortable at night but still look glamorous at breakfast time. In colours like navy and lilac, with buttermilk trim, you can mix and match camisoles and robes, so you can also lounge around the house feeling good enough to never get dressed!

www.melbamaternity.co.uk



Winner
Nursing bra
MAMMAE

When you are breastfeeding, you might continue to use your maternity bra and cover yourself up with tactfully placed tops, but investing in a couple of good nursing bras will go a big way to making breastfeeding feel like a more natural part of your new exciting life and not just a chore.

Beyond their pretty designs, these bras feature clever details that reflect what new mums really need. An outer layer to the bra covers up nipples or any breast pads you might be wearing, and also helps to create a fuller bra shape concealing any outline of a pull-down flap. Bravissimo's range of nursing bras range from DD to K cups too, offering great support and stylish design, but overall, it's the padded extras that make Mammae a winner. mammae.co.uk

Babylist's Best of the Best

At Babylist, finding products that perfectly fit the needs, style and lifestyle of their clients is everything. What do they look for when handpicking products for their world-class range? Practicality, style, personalisation and timelessness. We've selected six of Babylist's best-loved products - some enduring client favourites; others hot off the press; all fabulous, all available at Babylist.



ANYA HINDMARCH CHANGING BAG

Practical elegance with the baby-ready 'it' bag

Bridging style and substance - an elegant bag from the British mistress of style.

Babylist's Anita says; *'Every mother needs a changing bag, but that bag doesn't have to look out of place in her wardrobe. Babylist believes that understanding your life and style is key to understanding how best to make you baby-ready.'*

BEAUTIFUL 'BEIGE BEES' BED LINEN

Timeless style in softest cotton

Beautifully soft, hand-embroidered bed linen in a classic style, perfect for tucking in tiny ones for a quiet night's sleep.

Anita says; *'You will want your baby's bed to be as comfy, cosy and welcoming as possible. This elegant bed linen is just the thing to tempt tired little ones gently to sleep, while bringing some timeless style to the nursery.'*



THE BABYLIST BOUNCY CHAIR

Simply the best

Recommended by top private ante-natal classes in London, the Babylist bouncy chair is loved by parents and babies alike.

Anita says; *'The Babylist bouncy chair is critically acclaimed and very popular with our parents and babies alike. The integrated wooden board allows baby to lie totally flat from day one and the cover is removable and washable - by far the most easy on the eye for parents too!'*

BABY CLOTHES HAND-KNITTED IN ENGLAND

Bespoke baby luxury

Softest Loro Piana cashmere, merino or cotton for the most delicate skin, these baby clothes are entirely personalised - made with your baby in mind.

Anita says; *'Choose cashmere, merino or cotton depending on the season in your own unique style, colour and size - these pieces become treasured heirlooms. Babylist clients return annually for these unique and long-lasting garments.'*



KORBELL NAPPY BIN

Perfectly practical parenting essential

Cleverly-designed and odour-free, the sleekly-styled Korbell nappy bin means you can dispose of used nappies quickly, easily and hygienically.

Anita says; *'Crucially this nappy bin is pedal-operated, so you can use it while keeping a safe hand on your baby. The internally-stored biodegradable nappy bags keep your nursery clutter-free and a sealed internal unit stores more than any other bin on the market. We know it's the best because our clients rave about it.'*

BABYLIST PHOTOGRAPHERS

Beautiful photographs in timeless style

Babylist photographers are experts in taking beautiful baby portraits.

Traditional or contemporary, they will create elegant portraits to suit your style.

Anita says; *'Beautifully-shot photography is a lasting memento and fitting tribute to joys of the early days. Our tried and trusted expert photographers capture those special moments in stunning pictures that you will treasure.'*

