



## WHAT'S NEW

## Mum creates the perfect pushchair for shopping trips



Sarah Lafarge  
EDITOR

Shopping with children in tow is NEVER easy.

So, if you've ever had a disastrous trip to the supermarket as a mum, this new pram could be the answer to your prayers.

It has possibly the biggest shopping basket we've ever seen - plus it has a built-in SWING to rock your baby if they get a little fractious!

Mum-of-two Tia Chowdhury decided to take matters into her own hands after finding it hard to find room in her pram for all her shopping, and keep her babies entertained on the go.

She told the [Ilford Recorder](#): "I'd come home after doing shopping and think, 'I've got to do something about this.'"

The result was the EcoPram - and we're wondering why no one thought of designing a pram like this before!

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There are three features that make the pram so unique, which Tia has now patented.

She explained:

"It has a large storage area – the EcoBasket – which can take up to 25kg at an easy height for the parent to reach.

"When my sons were young I noticed rocking often put them to sleep, so I added an automated swing seat to easily relax babies."

Tia also installed a toy in the detachable bumper bar to keep babies entertained while they were being wheeled round.

The EcoPram website is now up and running, seven years after Tia first thought of the idea, and she acknowledges that it's been a long and difficult journey:

"There's been lots of tears, my former husband was not very supportive, I left it for eight months but I kept coming back," she said. She firmly believes in her product, adding: "It could be helpful for every parent out there."

It comes with a choice of three seats - a pushchair seat, carrycot or car seat - plus other accessories like a raincover and foot muff, and will be available in five different colourways.





The [EcoPram](#) is not on sale as yet, but estimates show it will probably retail at around £800-1000.

We reckon there will be a long, long waiting list - and we can't wait to see it in action!

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