

Camouflage baby carriers put dads' army on the march

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The army-style designs are intended to encourage more fathers to carry their young children

They may look more appropriate for soldiers than children, but camouflage baby carriers are becoming increasingly popular among fathers.

The carriers are made from materials used by the army and are among a string of products being bought by modern fathers to avoid “nappy-bag emasculation”.

Scott Haslam, 47, from Brighton, found that traditional baby carriers were not “designed for the male torso” and drew up a blueprint for what he felt was a more manly design.

His company Babyjacs — named after his son Jack, now 6 — sells camouflaged carriers which also turn into backpacks from £125. He said that the appeal of camouflage was that it “never seems to come out of fashion”.

“I wouldn’t condone taking a baby into a war zone, but if someone did I’m sure the carrier would stand up well in terms of its robustness,” he said.

“It’s not about saying that a man who uses a baby carrier is less manly. It’s giving people choice if they feel more comfortable with that. If it encourages dads that would shy away from baby carrying, I see that as positive thing.”

Tactical Baby Gear, an American company, also sells “camo” baby carriers, including one that can hold ammunition for the gun range.

Beav Brodie, its founder, said that he was serving “a market full of guys sick of diaper-bag emasculation” and urged fathers to “ditch the girly diaper bag”.