

### YouTube parents sell baby replica

What “merch” can a YouTube family sell when they already do mugs, T-shirts and hoodies? A lifelike doll of their baby, of course.

Chris and Sarah Ingham broadcast their life to 1.2 million subscribers and livestreamed the birth of Jace, their fourth child. Now they are selling a toy version with “realistically adorable features”. It costs £279.



Like other YouTubers, they sell a variety of merchandise, but the announcement drew hostile comments. “Imagine finding out your parents once sold realistic dolls of the newborn you online,” one user wrote. Referring to a dystopian TV show, another said: “Is this an episode of Black Mirror?”

The Inghams said that their actions had been “twisted” and that the doll was “a representation of what he looked like at two weeks old but not an exact copy of him”. They said that any profit would go to Jace as an adult. Mrs Ingham said that “reborn” dolls comforted infertile women.

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