

A woman with blonde hair in a ponytail, wearing a long-sleeved blue dress and floral high-heeled boots, is pushing a silver and black stroller on a paved street. The background shows a stone building and a blue sky.

 cybex
PLATINUM

FOR ALL
TOMORROW'S
PEOPLE!

MARCEL WANDERS THE EAMES SPIRIT JEREMY SCOTT
A PERFECT FAMILY – THE CYBEX PLATINUM CAR SEATS
ANNA K FASHION COLLECTIONS YEMA PRIAM MIOS

FASHION NOW INNOVATION FOREVER

PRIAM LUX SEAT AUTUMN GOLD



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PLATINUM

PRIAM

EDITORIAL

FOR ALL TOMORROW'S PEOPLE

BONJOUR!

We have made it our mission to push the limits of the possible, to meet the challenges of everyday life with stylish and elegant products, and to transcend the status quo together with society's most important members – parents. CYBEX sees itself as a confident companion of modern mothers and fathers leading a style-conscious, self-determined life. For us, form does not merely follow function, instead they fuse together in a contemporary statement embracing a carefree zest for life. CYBEX goes beyond the influence of fashion trends to become itself a trendsetter, by joining forces with young trailblazers of the design elite. Being state-of-the-art is not an end in itself but an expression of our passion for uniting form and function. Our Platinum Series is a prime example, inspired by Arne Jacobson and Ray & Charles Eames. Our products embody the highest award-winning standards in safety and quality, smart features and groundbreaking design innovation. Our pushchairs MIOS and PRIAM, our carrycots, our car seats CLOUD Q and SOLUTION Q3-Fix, our YEMA baby carriers and our furniture series with Marcel Wanders – all are based on our unique combination of design, safety and functionality that attest to the highest quality and an unparalleled attention to detail. We support a new generation of parents who want to celebrate the beauty of life together with their children – with the certainty that they are perfectly secure.

LET'S CELEBRATE OUR LIVES

The beauty of life is reflected every day in the faces of our children. Feeling loved, safe and protected, children can delight in new impressions, make new discoveries and embark on new adventures. Safeguarding this simple, childlike joy in life is one of the greatest challenges of mothers and fathers today. That's why our new collections say YES to everyday life and YES to life as modern parents. Because there's nothing better than life as a family. This has moved us to intensify our work with rebel star designer Jeremy Scott and launch a furniture series with an icon of product design, Marcel Wanders. With KOI, we follow up on the success of our Birds of Paradise and Butterfly collections. And our recent collaboration with Anna K, the new top talent of the New York fashion scene, reaffirms our commitment to a bright and creative future. Join us in celebrating life in all its colourful facets. And keep on rolling.

MIOS COT KOI



 cybex
PLATINUM

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A PERFECT FAMILY

The CYBEX Platinum
car seats at a glance



PRIAM CARRY GOT AUTUMN GOLD

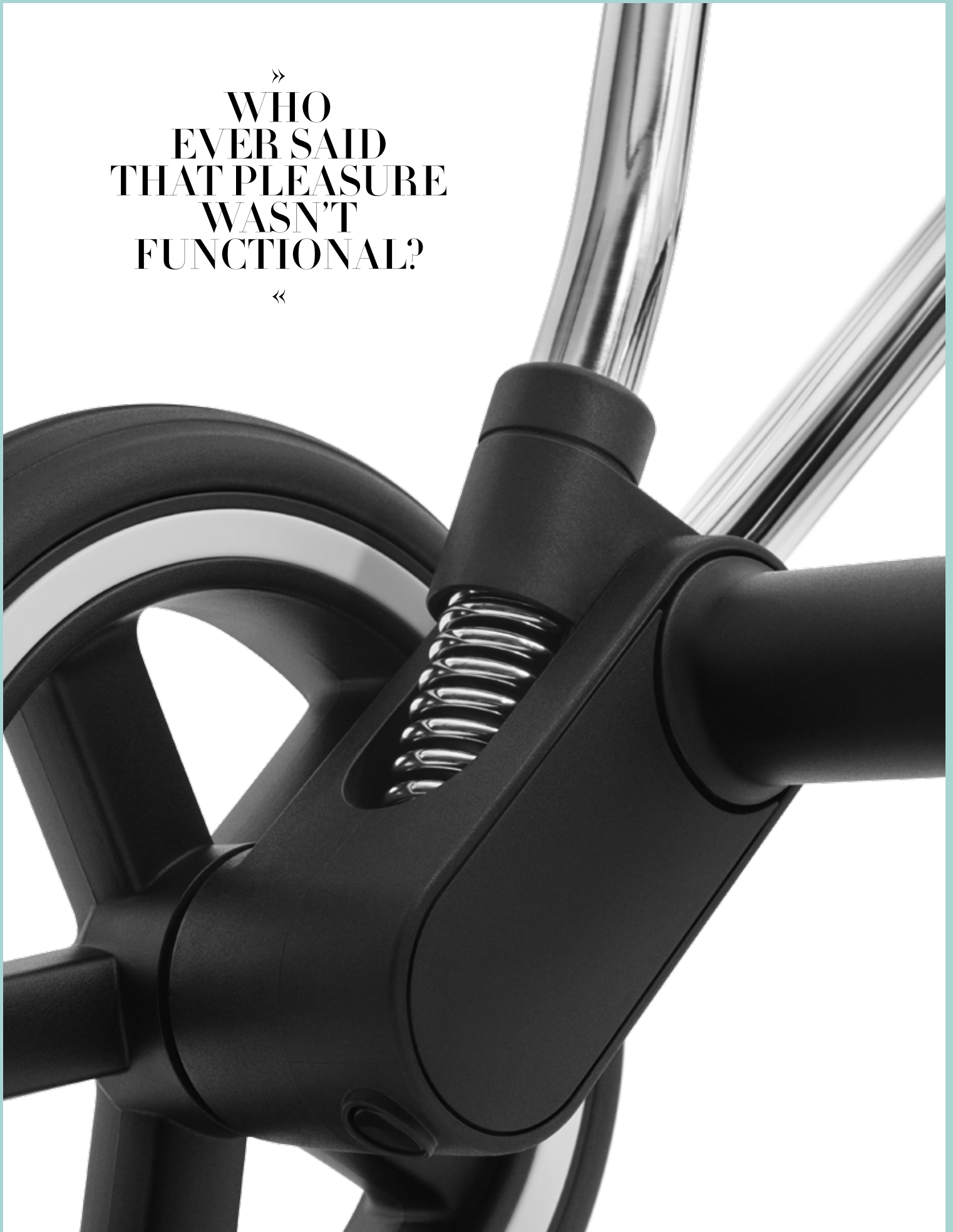


HOT SPOTS

The statement Charles Eames
made decades ago still holds true today:
»Iconic elements form timeless design«

Photographed
AMOS FRICKE


»
**WHO
EVER SAID
THAT PLEASURE
WASN'T
FUNCTIONAL?**
«



MIOS REAR WHEEL SUSPENSION



MIOS FRAME



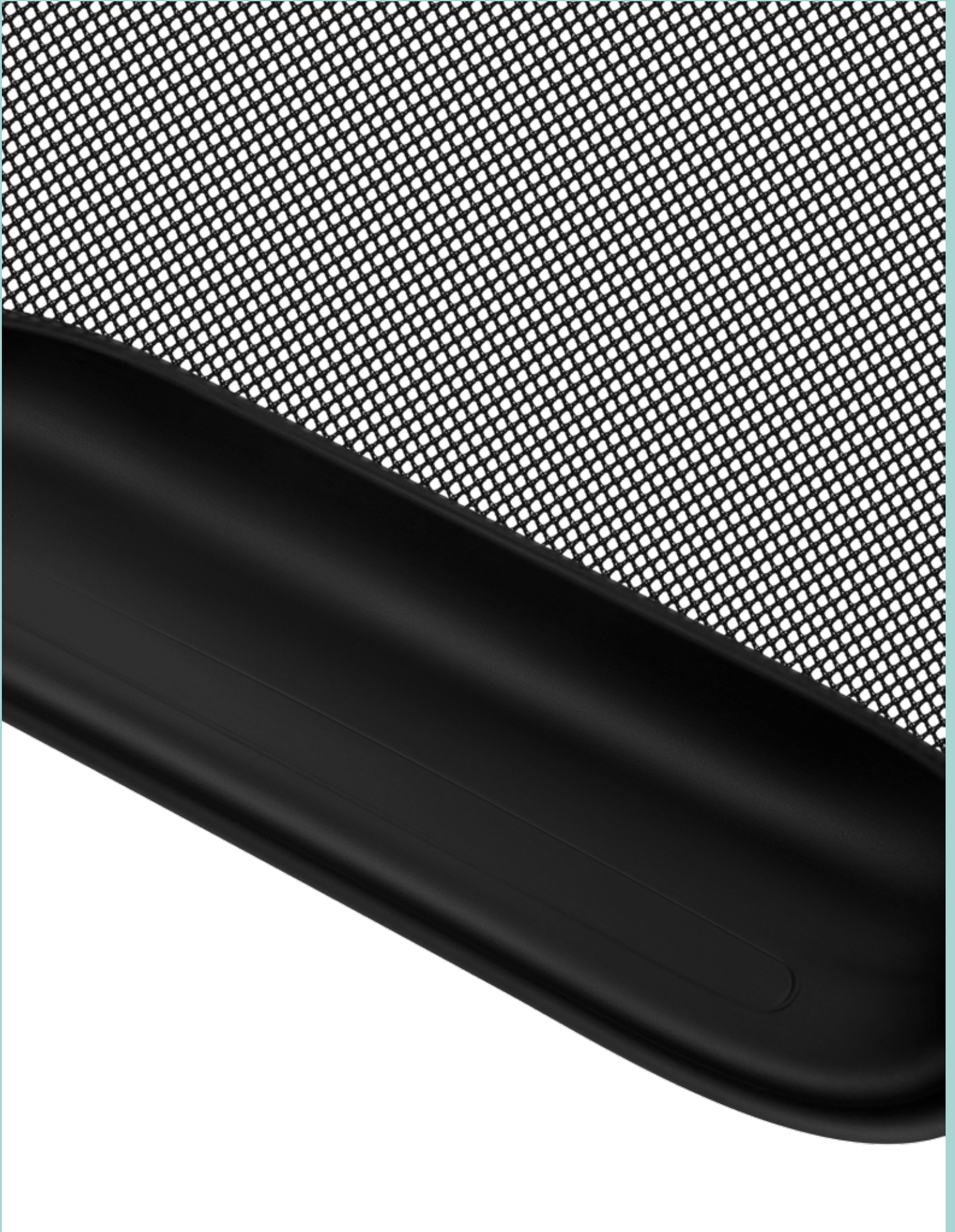
»
**BEYOND
THE
AGE OF
INFORMATION
IS THE
AGE OF
CHOICES.**
«

MIOS SUN CANOPY



»
**WE WORK
BECAUSE
IT'S A CHAIN
REACTION,
EACH SUBJECT
LEADS TO
THE NEXT.**
«

MIOS FRONT WHEEL

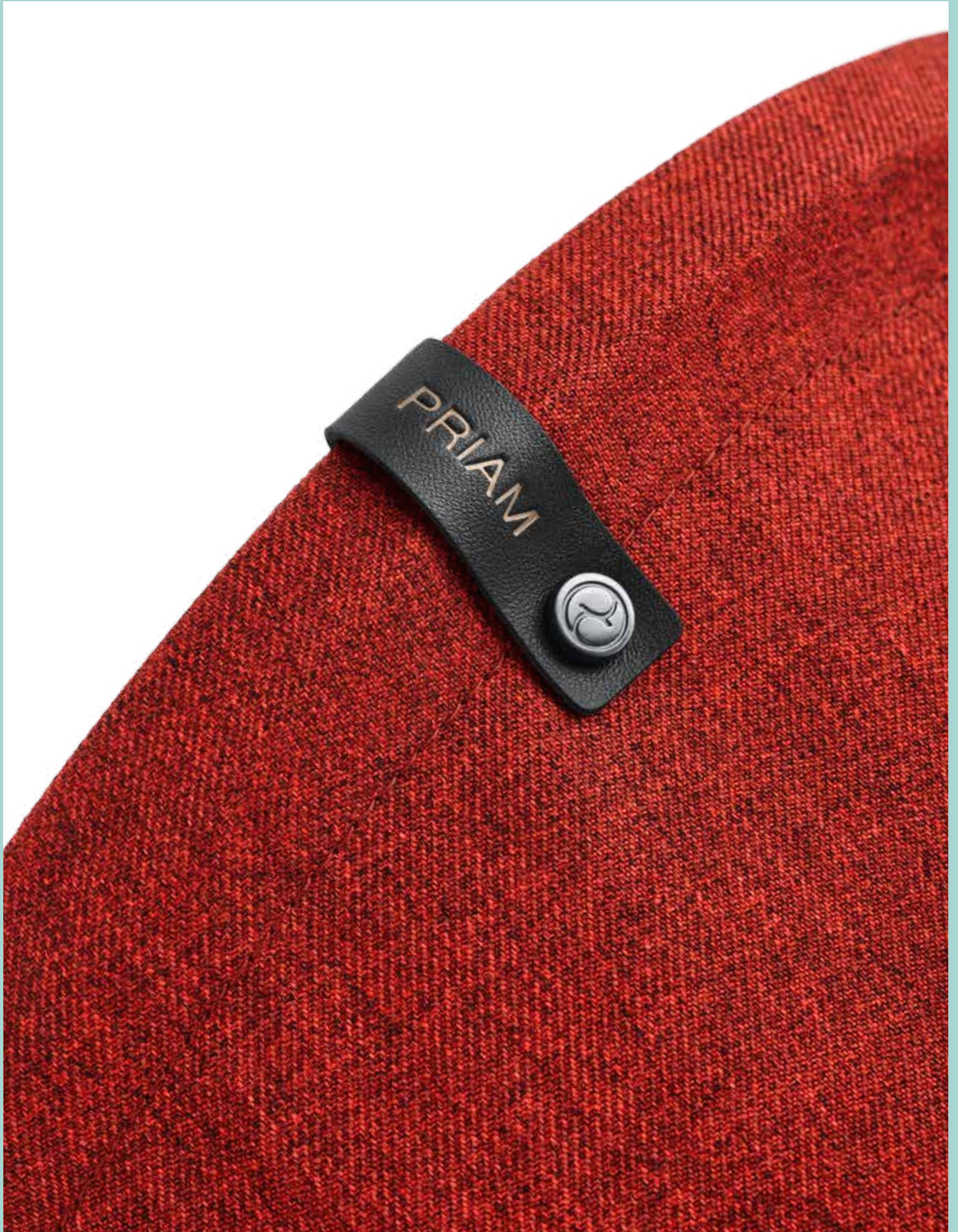


MIOS FOOTREST



»
**IT WILL IN THE
END BE THE
DETAILS THAT
GIVE THE PRODUCT
ITS LIFE**
«

PRIAM FRAME HINGE



PRIAM SUN CANOPY

»
EVENTUALLY,
EVERYTHING
CONNECTS: PEOPLE,
IDEAS, OBJECTS.
THE QUALITY OF
THE CONNECTIONS
IS THE KEY TO
QUALITY PER SE?

«



THE EAMES SPIRIT

The American designers Ray and Charles Eames created modern design classics by combining functionality and charm. The PRIAM and MIOS pushchairs from the CYBEX Platinum range are more than a tribute to the innovative power of their life's work.

Text ADRIANO SACK

Perhaps it is no coincidence that it was two Americans who enhanced classic modern architecture and design by adding two compelling elements: sound judgement and humour.



THE DESIGNERS AND ARCHITECTS RAY & CHARLES EAMES IN THEIR STUDIO

TAKE YOUR PLEASURE SERIOUSLY

For the German Bauhaus movement, design was always closely linked to ideology. To put it wryly, its work followed the principle of “form follows religion”. But Ray and Charles Eames had a somewhat different approach: they took the world as it is – and made it better. The dream team of American design met during the Second World War: he was an architect, she an artist. They started out designing leg splints, stretchers and aircraft parts for the US Navy. What came out of that experience was a strong curiosity about what could be achieved with limited means, and how to coax new characteristics and qualities out of simple materials. In the following decades, the couple would radically challenge conventional notions of beauty and utility, and their influence can be felt

to this day. There is hardly a flat in Berlin-Mitte, Barcelona-Gracia or New York-Williamsburg that does not contain at least one of their designs lovingly unearthed at a flea market or bought new. For unlike many other furniture classics, the chairs of Ray and Charles Eames remain true to their original idea. Even new, they remain relatively affordable, and they look good whatever their age. And although the word “classic” should be used carefully – they are absolute classics.

RECOGNISING THE NEED IS THE PRIMARY CONDITION FOR DESIGN

What makes a classic? This is easily explained by the example of Ray and Charles Eames' greatest hits. The “Eames Plastic Side Chair” is actually just a piece of plastic moulded in alignment with the human anatomy to form a seat with armrests, and then screwed to a wire base. This simple design innovatively combined two materials, with plastic liberated from its reputation of being cheap. Meanwhile, the metal construction was a stylish reference to the strict functionalism of the machine age. What's more, the “Eames Plastic Side

Chair” enables countless configurations, with a variety of different legs, a rocking base and a wide range of colours. For Ray and Charles Eames, design had to be both functional and fun.

THE DETAILS ARE NOT THE DETAILS. THEY MAKE THE DESIGN.

The “Lounge Chair” (left) was also a product of this investigative spirit. Charles Eames already started experimenting in the 1930s with the technique of bending plywood into three-dimensional curves. With their chair launched in 1956, the designers succeeded in finding a solution that still sets standards today. Inspired by the ingenious simplicity, functionality and beauty expressed by the Eames' design language, the CYBEX design team asked itself: “How would Ray and Charles Eames design pushchairs if they were alive today?” The aim was to pay tribute to these two designers by translating their high aesthetic and functional standards into a pushchair. Now the moment has arrived. The PRIAM is extremely robust, agile and versatile, with every detail in perfect harmony and timeless in its form. The MIOS takes the Eames' smart, ultra-lightweight frames and reinterprets them for the sidewalk. Light, sturdy and stylish, it is ideally suited to the needs of urban parents and their children. Both the MIOS and the PRIAM pay homage to the heritage of Ray and Charles Eames. In developing these premium pushchairs, CYBEX has taken their motto to heart: “The details are not the details. The details make the design.”



INSPIRED BY THE EAMES' BEAUTY OF SIMPLICITY: THE MIOS AND PRIAM PREMIUM STROLLER

PRIAM LUX SEAT STARDUST BLACK



**METRO
POLITAN
BLISS**

**SHINE BRIGHT
LIKE A DIAMOND**

CLOUD Q AUTUMN GOLD



LOVE LIFE ENJOY

The city is full of inspiration, inviting us to discover marvellous impressions of its dazzling diversity. Loud and full of life, metropolises also offer places of calm and vision. Be self-confident and take an active part in life – join the movement redefining bliss as a bundle of love, freedom, vitality and trust. Be happy!



PRIAM CARRY COT KOI

CLOUD Q KOI





PRAM CARRY GOT KOI & LUX SEAT STARDUST BLACK

PRIAM LUX SEAT STARDUST BLACK



GET INSPIRED

Urban hotspots fascinate us with their colourful variety, international flair and creative savoir-vivre. They are places that inspire the desire for more – more ease, more style, more colour, more life. And what better way to experience this than with our loved ones, who give us peace of mind.



PRAM 2-IN-1 LIGHT SEAT AUTUMN GOLD

cybex





PRAM CARRY GOT KOI



PRIAM CARRY COT AUTUMN GOLD



PRIAM CARRY COT KOI



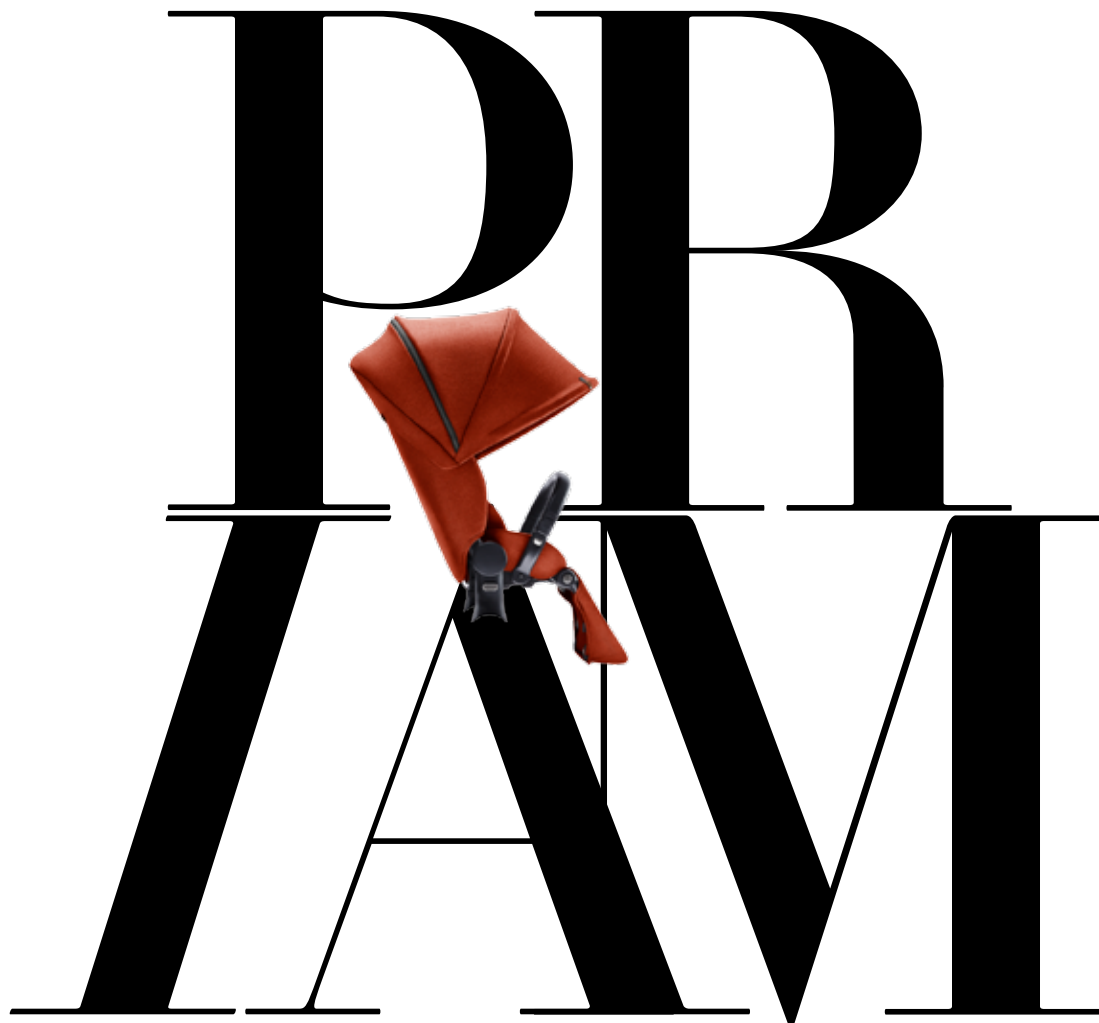


CLOUD Q KOI

DISCOVER

There's so much to discover in the world's metropolises: enchanting parks, secret alleyways and romantic plazas reveal the soul of the city. Venture into the unknown and you'll often be rewarded with the full artistry of creative urban culture. Find something special – find yourself!

CYBEX



reddot award 2015
honourable mention

INDIVIDUALISED MOBILITY

The requirements of a stroller and travel system are as diverse as life itself. Because when you're out and about with children, things don't always go according to plan. The PRIAM is an ideal companion because it meets all requirements right from the start. Whether baby or infant, Light or Lux version, you'll find the right attachment for every age and every need. Regardless of which choice you make – or if the choice changes – everything will still fit onto the lightweight, classic frame which is available in chrome or black colour. The CYBEX travel system is also fully compatible with

CYBEX infant car seats such as the Aton Q, Aton Qi-Size and Cloud Q. There is also a choice of wheels for every path: Light Wheels for smooth asphalt, All Terrain Wheels for bumpy cobbles and, as a hybrid solution, Trekking Wheels for the city and country. The PRIAM also has features suitable for snow, ice, and even carrying siblings, with ski attachments for the front wheels and a Kid Board available as additional accessories. Parents of young children have enough to think about – luckily the PRIAM system provides a simple and practical solution to offer peace of mind.



SHOPPING BASKET



The PRIAM impresses with its spacious and easily accessible shopping basket that can be extended if needed. The basket provides plenty of room for spontaneous and stress-free shopping trips with your child.

PRACTICAL TWO-WHEEL MODE



When faced with ledges and curbs or when out at a sandy beach or in the forest, the PRIAM easily converts into the two-wheel mode – manageable with just one hand and without having to remove the seat unit.

THE PRIAM WITH SKIS



Winter in the city: with the ski attachment to replace the front wheels, the PRIAM can be transformed into a stylish snowmobile.

SEAT AT TABLE HEIGHT



The seat height of the PRIAM is perfectly aligned with the average table height (80 cm) so that it can be used on the go as a mobile child seat in restaurants or cafés.

CARRY COT



CHOOSE YOUR
INFANT CAR SEAT:



CLOUD Q



ATON Q
ATON Q i-SIZE

CHOOSE YOUR
SEAT UNIT:



2-IN-1
LIGHT SEAT



LUX SEAT

CITY LIGHT WHEELS



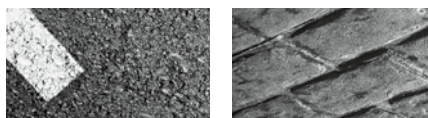
Comfortable and agile; the slim profile and the light weight are ideal for smooth surfaces.



TREKKING WHEELS



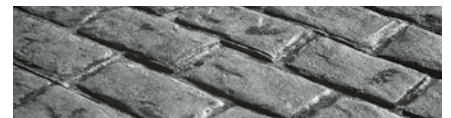
The hybrid solution for different surfaces. The slim rear wheels offer excellent agility while the bigger front wheels keep a firm grip on the road.



ALL
TERRAIN WHEELS



A smooth and comfortable ride even on bumpy surfaces. The big, wide wheels provide additional suspension, and are suitable for cities with cobbled streets or for trips to the countryside.



FRONT WHEEL
ADAPTER



Convert your PRIAM into a rough terrain pram by using the rear wheel set (City Light/Trekking or All Terrain) as front wheels in combination with our front wheel adapter.

FUN GAMES IONS

Behind the PRIAM's classic, simple frame design hides a surprising variety of configurations and equipment options. In it you will find everything that a young family needs in the early years, both for every day use and travelling.

THE PRIAM 3-IN-1 SYSTEM



With the PRIAM, CYBEX has brought a complete 3-in-1 system to the market. This means that one frame enables three different uses: as a stroller with matching carry cot, as a travel system with one of the renowned CYBEX infant car seats (adapters included) and later as a luxurious buggy, which can be either forward or rear-facing.

TWO-STEP FOLD MECHANISM

The PRIAM is easy to fold into a compact package with one hand. The Lux Seat (1) simply folds away with the frame. The PRIAM can also be folded into a self-standing unit, with the handle always ready to go – ideal for storing in a restaurant, on a bus or train, or in the hall at home (2). It can be folded to fit under the stairs or by the door at home (3).



1



2

3

ONE-HAND RECLINE FUNCTION



The PRIAM Lux Seat can be adjusted into 4 different positions, including a comfortable lie-flat position with just one hand.

REVERSIBLE SEAT UNIT



Whether forward or rear-facing, the PRIAM Lux and 2-in-1 Light Seat can be easily adjusted to the favoured position.

**BOHEMIAN
ELLE
GANCE**

**URBAN MOBILITY
NEWLY DEFINED**



MIOS GOT AUTUMN GOLD

MIOS BIRDS OF PARADISE





MIOS GOT KOI

FOREVER NOW

In the words of designer Karl Lagerfeld: »There's no escaping fashion. Even when fashion goes out of fashion, it's already fashion again.« The timelessness of style is wholly inherent in the MIOS. An enduring elegance that leaves short-lived trends far behind. Style is a question of attitude and how we choose to lead our lives. Bohemian elegance emerges from the implicitness of this luxurious way of life. Be it music, art or fashion, all the elements of an expressive lifestyle fuse to form a perfect overall image. It's the celebration of the moment, an avant-garde harmony between different living environments.

MIOS KOI





EX PRESS YOUR SELF

See and be seen: walking, strolling, and posing. These days, the stroller is no longer a commodity for transporting infants from A to B. On the contrary, it's an expression of a new appreciation of style. It's the status symbol of intercultural Bohemians, who prefer to spend their time in cool city quarters than with complicated stroller instructions that don't make sense. In an age where everything happens so quickly and is expected to function simply and smoothly, the new MIOS emerges as the most elegant link between urbanity and mobility. These are the stories of Bohemians who live their lives as they want, even with children, ever true to the motto: »Express yourself!«

CLOUD Q KOI





MIOS COTKOI

DANCING IN THE STREET

»All we need is music. Dancing in the street!« Loud, colourful, vivacious – spending the afternoon browsing for fashion relics at the vintage store, then meeting friends for an evening beer at the pub. They are young. They are lively. They're relishing the moment. With David Bowie in their ears and the right beat in their feet, they dance in the streets. Nothing can stop them. With or without a child. Ever true to the motto: »The Time is Now!«

MIOS AUTUMN GOLD



THE EASY WAY OF LIFE

Artist Erwin Wurm once said, »Humour is a weapon.« Not taking yourself more seriously than necessary. Living life without a care and taking things lightly. The Bohemian savoir-vivre embraces cherished walks in the heart of the most popular cities, passing the most impressive sights on the way to exhibitions featuring the trendiest artists. Following the trail of modern art, the MIOS adapts perfectly to its surroundings. Be it narrow lanes or shiny gallery floors, the urban hero takes each obstacle in its stride – as do its owners.



MIOS COT KOI

CYBEX

MIOS



reddot award 2017
best of the best



GERMAN
DESIGN
AWARD
WINNER
2018

LIGHT AND COMPACT

MIOS pays homage to the innovative energy inherent in the life's work of Ray and Charles Eames. Their motto: Design must not only function, it must also be fun. A younger brother of the PRIAM, the MIOS stroller successfully combines maximum stability and minimum weight. X-bracing, widely used in architecture and interior design, creates maximum stability coupled with the minimum use of material. The sta-

tic chrome frame gives the impression that the MIOS is almost floating. A retro-modern design with a breathable mesh that not only underlines its »lightweight« character, but also helps to regulate the body temperature of the child. A perfect stroller that features outstanding agility in the hustle and bustle of the urban landscape. Compact, flexible, functional, and stylish – perfectly in tune with the needs of modern parents.

T**THE**
V**VIEW**
**LIGHT**
I**INESS**



3^{IN} **ONE**

TRAVEL SYSTEM

THE NEW STANDARD FOR THE 3-IN-1 TRAVEL SYSTEM



CARRY COT



CLOUD Q



SEAT UNIT

THE MIOS 3-IN-1 SYSTEM

CYBEX introduces a beautifully coordinated system known as the MIOS. The MIOS offers many customization options; with the matching MIOS Cot featuring a particularly soft memory foam mattress, the travel system

using an renowned infant car seat from CYBEX or gb (adapter supplied), or the lightweight, compact stroller with an innovative breathable seat unit that attaches either forward or parent-facing.



50 cm

SMALL WONDER

The MIOS is the epitome of the carefree urban lifestyle: Weighing just 9kg and measuring a mere 50 cm in width, the MIOS is the ideal companion for parents navigating the city streets. Its compact design is rounded off with smart functionality and maximum comfort.



FLEXIBILITY PUT TO THE TEST

Thanks to its small footprint and front swivel wheels, the MIOS elegantly handles even the narrowest of paths with ease. Be it at the entrance to the subway or in the cosy boutiques of this world.



BREATHABLE SEAT

The seat's breathable mesh fabric helps to reduce the heat development of the child, perfect for hot regions or the warm and balmy months of summer.



COMFORT INLAY

An additional padded insert can easily be included in the seat unit. Accordingly, the MIOS Comfort Inlay also provides cosy warmth on cooler days.



BREATHABLE

The backrest and footrest on the MIOS are designed with an innovative mesh fabric. It elegantly blends with the design of the MIOS and creates a pleasant climate even on hot days, thanks to the breathable properties of the fabric. Available as an optional extra, a comfortable padded insert can be added to the seat unit for additional warmth on cooler days.



FOLD IT

ONE-HAND FOLDING MECHANISM

The innovative folding mechanism transforms your stroller into a self-standing compact package using only one hand.



EXTENDABLE XXL SUN CANOPY

With UPF50+ sun
protection and viewing window.



REVERSIBLE SEAT UNIT

Whether forward or rearward-facing, the seat unit can
be turned in the desired direction in an instant.



ONE-HAND RECLINE FUNCTION

Can be reclined to four different
comfortable positions using one hand.



ALL-WHEEL SUSPENSION

Smooth all-wheel suspension
provides a comfortable ride.

EMBRACE

INDIVI

DUALITY

WEARABLE ELEGANCE



YEMATI LEATHER

YEMA TIE LEATHER



TIMES ARE CHANGING


The time has come to spread your wings and open your mind to a new world. A new world in which parents set the trends and baby carriers are real eye-catchers. Ever since the success of our Fashion Collections, we have come to appreciate that understatement is just so yesterday! We're filling your lives with colour and adding rough edges to perfection. Birds of Paradise in the urban jungle. Flying free as a bird. Styling beyond the boundaries. There are no limits. It's as individual as we are, ever true to the motto: »Embrace individuality!«



YEMA TIE BIRDS OF PARADISE

YEMA TIE DENIM MANHATTAN GREY





A NEW ERA

Confidently stylish, cosmopolitan, extrovert. We are not submissive, we do not blend in. We stand out. We make a statement. Our look? It's as multifaceted as our very being. Birds of paradise, not chameleons. The overall image is what counts, and so we ensure that all our accessories coordinate with our outfit. Jewellery, handbag, sunglasses, shoes – baby carrier! As Eames said so fittingly: »Details are not the details. They make the design.« And how right he was! Once the overall outfit is perfect, why shouldn't the look be accentuated by the baby carrier? The YEMA series from CYBEX creates new fashion statements as well as indispensable products for young parents, highlighting the expression of their individual style. So, we shouldn't just deliberate over the right choice of shoes or bags to carry us and our belongings through life, we should also take time to select the right baby carrier, which holds our most precious possession of all!

JEREMY SCOTT YEMA TIE



BACK TO BAG

As Gabriele Strehle once said so aptly, »A handbag must trigger as intense feelings in a woman as a favorite toy in a child.« Many women carry their whole lives in their handbags. A huge responsibility that weighs heavily on their shoulders. It accompanies them on their life journey, doing its job while looking fabulous. You could say that the handbag is the baby carrier's little sister. Here too, style is given as much weight as practicality. Jazzy Marlene-style trousers twinned with an oversized blazer and patent heels: the baby carrier has to be styled accordingly, in a classic minimalist look. Could you imagine our urban style icons combining hippie style slings with business attire?



YEMMA TIE KOI

YEMA

CARRY ON!



Inspired by the artistic drapery of international fashion designers, YEMA not only sets new standards in functionality, but this carrier collection genuinely catches the eye while hidden functions divert attention to the design. In the first few months of an infant's life, it is important to have as much physical contact as possible. Our baby carriers create the perfect connection

between mother and child – encouraging a close bond and a deep sense of security. Lying against the chest, a baby can hear the mother's heartbeat, which was so familiar in the womb. Skin contact, warmth, and scents leave infants feeling protected and safe. The YEMA: A product that not only promotes healthy development but also makes a bold design statement.



ERGONOMICAL CARRYING

A familiar voice, cosy warmth and that unique smell – a baby carrier intensifies that important bond between parent and child from birth. »Babywearing« nurtures a deep sense of trust between parent and infant, while stimulating the child's cognitive development. The correct carrying method places the infant in the healthy spread-squat position, while taking the weight away from the hips and helping the

joints to develop. Therefore CYBEX baby carriers received the certification 'hip healthy' from the International Hip Dysplasia Institute and the well-known carrying consultancy Trageschule Hamburg recommends our baby carriers. A baby carrier provides you with almost unlimited mobility: while your baby is in a snug and safe place, your hands are free to deal with the challenges of fast, urban life.

YEMA TIE

CARRYING POSITIONS

3 carrying positions
from newborn to toddler (3.5 kg – 15 kg):
On the front, side or the back.



FRONT CARRYING

Babies can be carried facing the chest from birth. The baby carrier encourages the correct posture in the spread-squat position, which can help the hip joints to develop correctly.



HIP CARRYING

Babies that can hold their own head (from around 3-4 months) can also be carried in the side position. This allows them to rest against mum's or dad's shoulder while taking in their surroundings.



BACK CARRYING

Babies with good head and bottom control (from around 6 months) can be carried in the YEMA TIE on your back, making it easy for parents to bear the baby's weight.



FUNCTIONS

The design of the YEMA includes many functions that make it easy to carry an infant and enhance comfort for both parent and child.

YEMA CLICK

CARRYING POSITIONS

3 carrying positions
from newborn to toddler (3.5 kg – 15 kg):
On the front, side or the back.



FRONT CARRYING

Babies can be carried facing the chest from birth. The baby carrier encourages the correct posture in the spread-squat position, which can help the hip joints to develop correctly.



HIP CARRYING

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BACK CARRYING

Babies with good head and bottom control (from around 6 months) can be carried in the YEMA CLICK on your back, making it easy for parents to bear the baby's weight.



FUNCTIONS

The functions of YEMA carriers have been designed to be useful and easy to reach, yet are barely visible, turning the baby carrier into a genuine fashion accessory.

ALWAYS IN FASHION

With its Fashion Collections,
CYBEX is shaping the style consciousness
of today's parents.

In the past, having a sharp sense of style and awareness of modern fashion trends were not considered to be important attributes of successful parenthood. Fashion-minded young mothers and fathers were often criticised by society for being superficial in their new responsible role. Pushchairs had to be practical, nothing more. Anyone daring to stand out against the monotonous crowd was branded a maverick, an odd bird.

But it's precisely the odd birds that make our world so colourful, varied and complex. They question the status quo, represent a modern, diverse society and give the

future a meaning beyond the mere basics. Colour conquers grey – in fashion as in life.

The world has always been a place where style is temperamental. That's why the CYBEX Fashion Collections are also bold and multifaceted, bringing fresh new surprises every year. Not only do they showcase the brand's own design expertise, but also its work with the most talented young designers around the globe. These include sensational collaborations with the likes of Jeremy Scott and Lala Berlin – designers, who, like CYBEX, stand for stylish individuality and a modern zest for life.

CYBEX pushchairs epitomise a new care-free approach to being a parent – in both construction and look. Compelling patterns, spectacular motifs and bold colours underscore our aim to encourage and support parents to embrace a lifestyle that is both responsible and light-hearted.

Feet on the ground and head in the sky: safety and quality are the foundation of all we do, so the soul can soar. The latest CYBEX designer collaboration with shooting star Anna K attests to this, pushing the limits of the possible into the vast expanse of space. Celebrate with us the infinite freedom of fashion!



FOOD FIGHT



CAPSULE COLLECTION



LILA
BERLIN

JEREMY
SCOTT



ANNA
K



SPACE
ROCKET



ADULTS
SUCK
THEN YOU
ARE ONE

Fashion designer JEREMY SCOTT talks about his second collaboration with CYBEX, the wisdom of Bart Simpson, and bringing high fashion to parents.



cybex
by Jeremy Scott

Pop art meets whimsical ideas: a style that is celebrated by stars such as Gwen Stefani and Rihanna. The Creative Director from fashion house Moschino is about to launch a second collaboration with CYBEX. The tag line for this collection could not have been more adequately ...

Your work for CYBEX is child-friendly but not childlike, how do you walk the line?

I think »whimsical« is a great adjective to describe my design, as it captures your imagination, always with sprinkles of the unexpected!

Do you adopt an alternative mindset when working for children?

Honestly, I approach each design the same way: how can I make it better? How can I make it unique? How can I make it visually clear that it comes from me?

Has the discipline of designing in the children's sector had any influence on your fashion work?

The influence has been in the other direction – I have tried to bring my high fashion designs into a world that is for children.

Your last collection for CYBEX was a circus tent of colour, this one is black and gold. What is the direction?

I wanted to show a contrast from the colourful and graphic first season stroller set and pull ideas from a different part of my design vocabulary. This time I decided to do a rendition of my iconic wings in gold. The wings have a soft deco feel and curve, as well as a volume, which make them look almost plush. I felt the perfect way for these wings to shine was to pair them with black – and just let all the details in the stroller, like the spokes of the wheels, go gold, so the gold can really sing!

Wings feature in a lot of your work, including the critically-acclaimed Adidas by Jeremy Scott collection. What was your original inspiration for the wings?

I've done wings in so many variations over so many years. From the very start of my collections there have been wing-like elements, from dresses and bustiers to jeans and, of course, my wing shoes. Freedom is what I express most: the wings are the



ultimate expression that anything and everything is possible!

What is it about your wings that have caught the popular imagination?

I would say it is because they are whimsical and unexpected at the same time – an iconic element of our consciousness.

You have used the slogan »adults suck then you are one« for your adult collections. Tell us more about your idea here.

It's a famous quote from the Great American Philosopher Bart Simpson.

Is there really no place like home?

Yes it is true that there is no place like home, as Dorothy says in »The Wizard of Oz«. But I'm from Kansas City, Missouri – Dorothy was from our neighbor state, Kansas.

Your strollers and baby carriers are a beautiful matte black with shiny gold details. What would be a perfectly matching outfit for the parent?

All black everything – with gold jewelry!

What product would you most like to design, perhaps in partnership with CYBEX?

A robot stork that really does fly, carrying your baby to you just like in the olden-day cartoons.

What advice do you give to new parents to keep their style as they juggle careers, relationships and parenthood?

»Wipe and wear« is a way for people to stay stylish with babies.

CYBEX founder Martin Pos has built the company into a world leader in just ten years, how does his kind of energy move you?

Martin's enthusiasm and passion for creating the best, most stylish and coolest products are definitely reasons why I chose to work with CYBEX again.











ANNA K MIOS



LITTLE BIG DREAMS

CYBEX by Anna K

ANNA K BABY BLANKET





ANNA KLOUD Q

REACH FOR THE STARS WITH ANNA K

With her label Anna K, young Ukrainian designer Anna Karenina is regarded as one of the most promising talents on the international fashion scene and has been honoured as one of the youngest members on the Forbes »30 Under 30« list 2017. The 21-year-old who first entered the fashion industry as a model is not only wowing professional audiences but also more and more people around the world with her fresh, life-affirming creations. Anna K focuses in her designs on the most relevant issue of her generation: the future.

Her future is limitless, multifaceted, colourful and otherworldly. Unconventional cuts, bold colour combinations and adventurous material mixes bear witness to a new form of fashionable self-awareness that needs no compromises in order to be successful. Despite her young age, Anna K has her feet firmly on the ground – she knows what she wants and has strikingly precise ideas about the world of tomorrow. Meanwhile, the designer's creations are imbued with the same magical sense of futuristic whimsy that so defines the world of children. The fashion

of Anna K transcends conventional concepts of time and space, pushing boundaries to infinity and merging into a total work of art that gives us the freedom to dream. As in art, so in life. Anna K feels at home nearly everywhere around the world, living alternately in London, New York, Milan, Paris and Kiev. Restrictions, borders and narrow-mindedness don't apply to her – just like at CYBEX.

CYBEX is made for dreaming big. Fashionable fantasies, experimental design and especially high quality standards for materials and processing unite in CYBEX products as a testament to a stylish zest for life. Design that is fresh, unconventional and fun – that is what CYBEX is all about. The brand has made a point of working with young promising talents, accompanying them on their path to stardom.

Anna K elevates the spirit of fashion to a new level of independence and individuality – where CYBEX is also at home. Join us on a marvellous journey to the wide world of stars and planets – the place of dreams. Free your mind.





ANNA K MIOS

The background is a dark blue gradient with a trail of white and blue dots, suggesting a comet or starburst. Various celestial icons are scattered throughout: a crescent moon, a ringed planet, a star, a globe, a blue star in a circle, and a comet.

SPACE ROCKET POP STAR

The sweeping expanse of the universe, where stars, planets and galaxies move beyond space and time in an everlasting dance with gravity, was fashion's new shooting star Anna K.'s inspiration for her SPACE ROCKET collection for CYBEX. The interaction of softness and power, between cocooning and exploring, is reflected in the new editions of MIOS, PRIAM, YEMA TIE and CLOUD Q – intergalactic space capsules for little urban star hunters. Every walk turns into an individual orbit for metropolitans. The countdown is on. Bon Voyage!



ANNA K
PRIAM LUX SEAT
ON PRIAM FRAME





ANNA K
CLOUD Q

ANNA K
PRIAM CARRY COT
ON PRIAM FRAME



ANNA K
YEMA TIE





ANNA K MIOS



ANNA K MIOS COT

ON MIOS FRAME



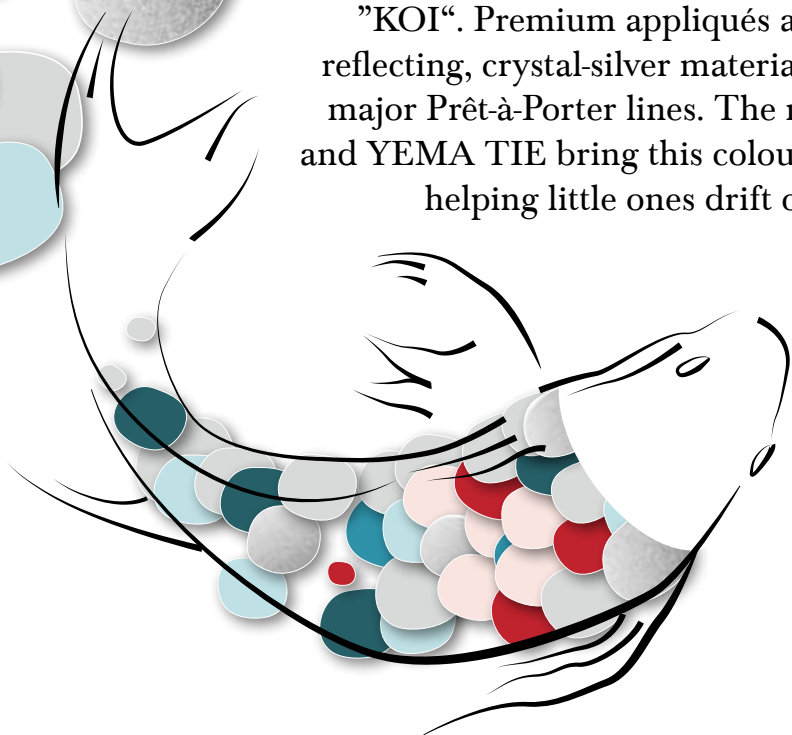


ANNA K
CHANGING BAG

KOI

CRYSTALLIZED

Crystallized. Calmness. Strength and happiness. The new CYBEX Fashion Collection KOI blends the symbolism of the enigmatic underwater creature of Japanese mythology with state-of-the-art technology, materials and tailoring. Just like the underwater jewel itself, modern and fashion-conscious parents can go with the flow of the metropolis thanks to CYBEX "KOI". Premium appliqués and embroidery on a unique reflecting, crystal-silver material, harmonise perfectly with all major Prêt-à-Porter lines. The new PRIAM, MIOS, Cloud Q and YEMA TIE bring this colourful aquatic animal to life while helping little ones drift off into fanciful dreams.





MIOS KOI



PRIAM LUX SEAT KOI
ON PRIAM FRAME



CLOUD Q KOI
ON MIOS FRAME



YEMA TIE KOI



MIOS COT KOI
ON MIOS FRAME



PRIAM CARRY COT KOI
ON PRIAM FRAME



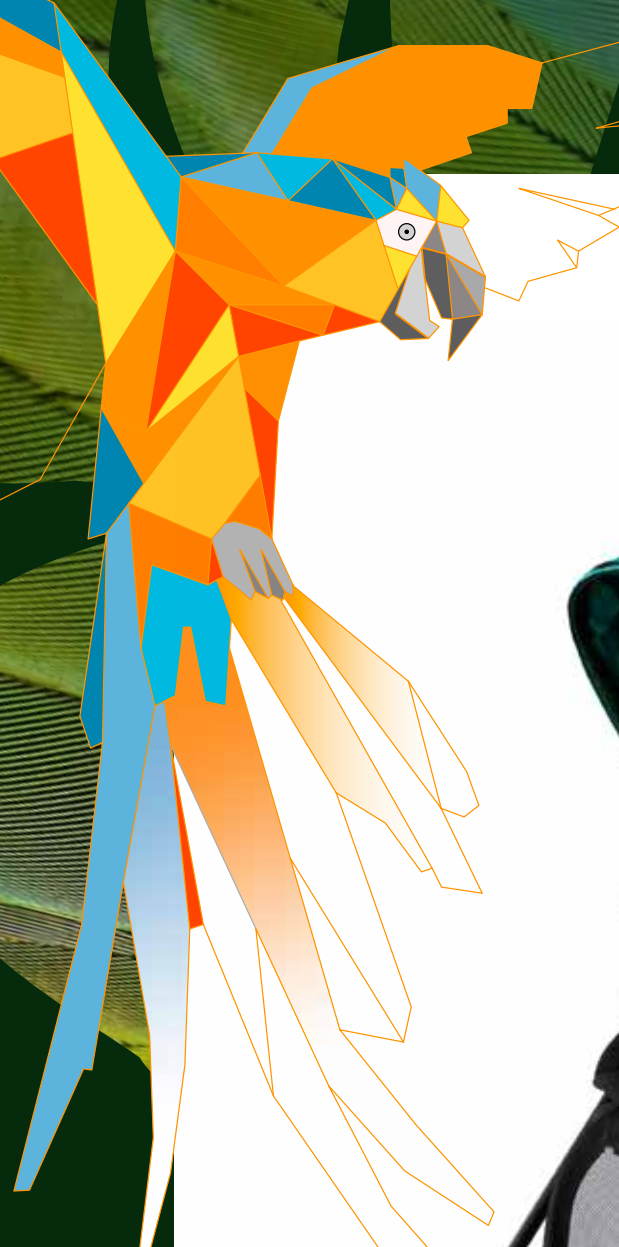
CHANGING BAG KOI

BIRDS *of* PARADISE

Follow nature's path. Nature springs to life in the new Birds of Paradise collection as CYBEX transports vivid and exotic wildlife into the big city. Shimmering and colourful parrots and plants are added as elaborate embroidery to the PRIAM and MIOS Lux Seats and Carrycots, Cloud Q, YEMA TIE and numerous accessories of the award-winning CYBEX Platinum Range. Drawing inspiration from the latest catwalk trends from across the world, this new collection is the ultimate fashion statement. What better way to catch the eye of the metropolis than a flock of bright and brilliant Birds of Paradise?



PRIAM LUX SEAT BIRDS OF PARADISE
ON PRIAM FRAME



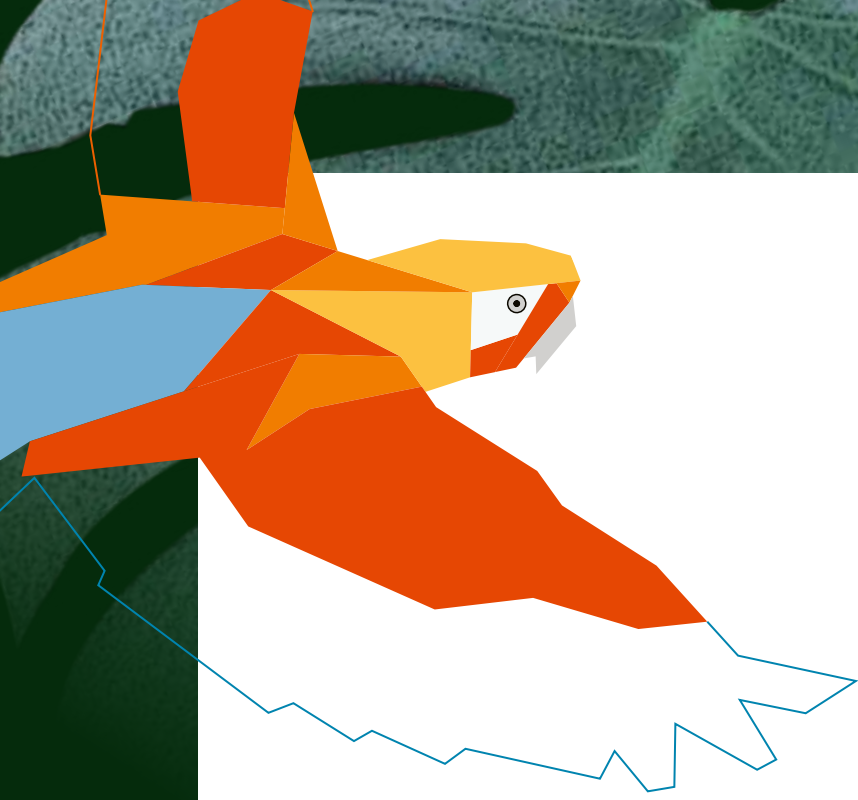
MIOS BIRDS OF PARADISE



PRIAM CARRY COT BIRDS OF PARADISE
ON PRIAM FRAME



YEMA TIE BIRDS OF PARADISE



CLOUD Q BIRDS OF PARADISE



CHANGING BAG BIRDS OF PARADISE



MIOS COT BIRDS OF PARADISE
ON MIOS FRAME

HIDE & SEEK

Dark woodland tones meet kaleidoscopic flora and fauna, Ralph Lauren style meets Hemingway wisdom. For the new PRIAM and MIOS Fashion Collection, opposites attract and converge into the best of both worlds. The bright butterflies make themselves at home on the camouflage landscape, and contrast vividly with the dominant pattern of the stroller: a visual highlight instead of a camouflaged object in the urban jungle!



CLOUD Q BUTTERFLY
ON MIOS FRAME





PRIAM CARRY COT BUTTERFLY
ON PRIAM FRAME



MIOS BUTTERFLY



CLOUD Q BUTTERFLY



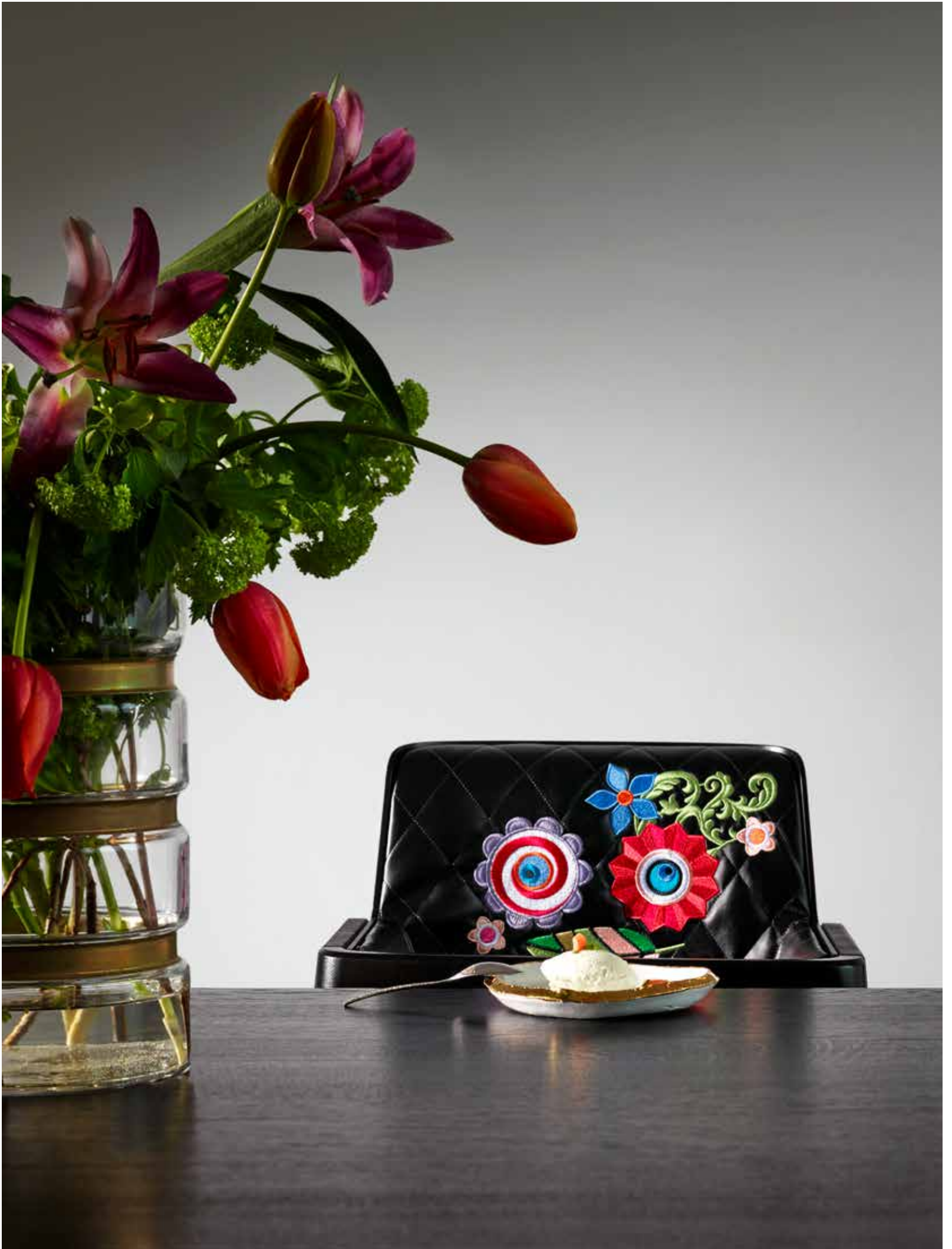
YEMA TIE BUTTERFLY



PRIAM LUX SEAT BUTTERFLY
ON PRIAM FRAME



MIOS COT BUTTERFLY
ON MIOS FRAME

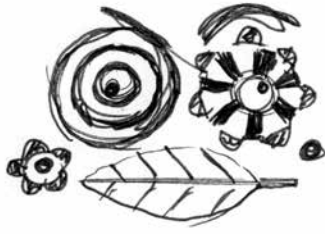




*Living your
most
fabulous Dream*

»For the first time: CYBEX embraces the world of interior design, launching a furniture and colourful accessory line that fits seamlessly into the parents' lifestyle. The »Parents Collection« is sophisticated yet playful, allowing parents to continue their cultivated lives – even with little ones in tow. To go one step further, the new range also lets mums and dads pass on their creativity to the next generation through design-forward furniture, creating a dream environment in the home.

Leading this exciting collection is the internationally-celebrated product and interior designer, Moooi owner, and industry rebel Marcel Wanders.«



HIGH CHAIR

BY MARCEL WANDERS

Every meal will be memorable on this modern, wooden high chair. Carefully designed to give your little one the ultimate in comfort and style, it will also aesthetically enhance any kitchen or dining room. Crafted with beauty and function in mind, the chair features a fashionable high-quality material playfully embroidered with monster motifs and supported by a durable, contoured seat. A removable safety bar keeps children safe throughout mealtime.





HIGHCHAIR HIPPIE WRESTLER

ROCKER LOVE GURU



ROCKER HIPPIE WRESTLER

ROCKER

BY MARCEL WANDERS

Enjoy moments of bliss when you lay your child in this contemporary reimagining of the classic rocker. The instantly iconic chair, with a solid wooden base and sculpted shell, fits into any stylish home. Its seat becomes the foundation for rest, and its frame provides super-smooth rocking with hardly any effort. A cosy seat coaxes your child to dreamland while a soft harness comfortably cradles it during slumber.



BOUNCER SPACE PILOT



BOUNCER

BY MARCEL WANDERS

Insatiable joy for your child begins with the bouncer designed to fit your lifestyle.

A resilient wooden base and sculpted plastic shell perfectly support any amount of bouncing your child can manage – from the slow and rhythmic to the most erratic and boisterous. The seat and soft harness embrace your child, ensuring safety and comfort with every magical up and down – in the upright and recline position.



BOUNCER GRAFFITI

HAUSSCHWEIN WHITE



HAUSSCHWEIN

BY MARCEL WANDERS

Let your little one enter a fairy-tale world with this delightful companion, a storage piggy!

Great as an extra storage space for all ages, simply remove the nose and store toys or games inside. With a matelassé pattern on its hindquarters, also available in a sleek matte black finish, this endearing piggy is a charming and stylish addition to any home.



reddot award 2016
winner



HAUSSCHWEIN WHITE

MONSTER TOY SPACE PILOT & HIGHCHAIR





MONSTER TOYS

BY MARCEL WANDERS

These artful, exquisitely crafted hand puppet collectibles draw imagination and curiosity from every child. Stylish and playful, these monsters captivate, leading us on the most fantastical of journeys.





INTERVIEW

WITH MARCEL WANDERS

Marcel Wanders designs with passion, heart and provocation, earning him the moniker »Lady Gaga of Design«. Given this non-traditional approach, it was only natural that CYBEX would partner with this icon and Moooi co-founder on the »Parents Collection«, to enable urban families to live their most fabulous dream. For his first collaboration with CYBEX – and the company’s first foray into furniture – Wanders demonstrates that magic can happen when products merge perfectly into parents’ lives, yet have all the safety and functionality that children need.

»

Coming
together are
two creatives,
equally
desiring to make
people’s
most fabulous
dreams
come true.

«

The tag line for this collaboration is »Living your most Fabulous Dream«. What advice can you offer parents to realise their wishes and visions of family life?

There’s nothing more joyous than bringing a child into your relationship. Enriching and fulfilling, it is a dream that changes everything. And my purpose with CYBEX was to enable parents to maintain a little bit of their personal dream inside that dream of having a family. I wanted this collection to have a personality that would remind the parents that they could still maintain theirs.

This collection was designed with parents in mind. Can you talk about the spirit behind that?

Parents desire to have kids, but they don’t want to lose what makes them who they are in the process. From this line of thinking came the notion that the collection can be designed for them instead of their children.

We wanted feelings and style to fit seamlessly into the home they’ve already created. We made this collection to be fashionable and elegant. The furniture is playful and embraces the modern family sensibility that doesn’t need to disappear just because you have children.

Fashion designers are often asked, »What kind of woman or man are you designing for?« When you thought about this collection, what kind of parents were you designing for?

People can often see themselves in the furnishings they place in their homes. Their lifestyle and sense of what makes them unique is solidified by their surroundings. I wanted to design for those kind of people who take a personal interest in everything from their clothing to music to furniture. This option is fun, bright, family-oriented and functional, but also cool and fits the world that they have been building.



»

Knowing your partner in the project will uphold your creativity to the highest standards and retain the integrity of imagination frees each of us to push limits, experiment, and challenge the expected.

«

Monsters seem to be a recurring motif throughout the collection. Who do you imagine these little monsters to be?

To avoid the expected, we steered away from butterflies and roses and thought of monsters instead. Inspired by the designer toys and manga figures you find in the East, we embraced their playful, funky cartoon nature and developed an entire collection of them. Caricatures are a big part of what I try to bring to many of the projects we design. These just fit so well with furniture and the boundless imagination of children.

Design can be so serious, yet you've managed to infuse a lot of humour in the collection and your work in general.

We try to make our lives and our objects light-hearted. We want the human spirit to be uplifted. That is what allows people to find connection and attach meaning to the work. Our goal is always to create an environment of

love, live with passion, and make our most exciting dreams come true. Humour allows this to happen.

One subtle, yet clever detail in the collection's design is a screw in the shape of a flower that is functional as well as playful. What other unexpected elements can be found throughout?

Meeting safety requirements was one of our first priorities. But after that was taken care of, we were free to explore all types of ideas that could surprise. Eventually, we stumbled upon the wonderful idea of a hand puppet. We also considered how children play. And often that means toys find their way everywhere. However, playtime isn't over until everything that was taken out is placed back in its original place. Therefore, we designed a container in the form of a »Hausschwein« – as it's called in German – the domestic pig. Like the rest of the collection it is beautiful, stylish, and functional.



CYBEX FOUNDER MARTIN POS AND MARCEL WANDERS
ARE BOTH REBELS, CONSTANTLY IN SEARCH OF NEW WAYS OF WORKING
AGAINST THE ESTABLISHED WAY OF THINKING

»

It was a wonderfully dynamic experience
for both parties to work their best qualities into
each piece of the collection.

«

You have a daughter. Did having your own child change the way you approach your design practice?

Having my daughter changed my life, but not my approach to design, really. In a very real way, you are still the person you were before becoming a parent. It's just a different type of responsibility. But that's why this collection is so important. It reminds all of us that our personal tastes and interests still have a place in parenthood.

We can learn so much from children about creativity. Did you tap into this when you became a father?

I've been an adult child for a long time. It was not something that I had to learn from my daughter. She has been a great joy all my life, and I've learned so many things from her. I think for many, the joy of having children comes from embracing imagination and freedom of thought.

You're talked about as being an anomaly in the design world, even earning the nickname the »Lady Gaga of Design«. What is it about you and your practice that's different?

I try to be a real designer. I try to make things which are interesting, new and different for humans because that's the whole idea about design. If people want to compare me to someone like her, I suppose that is fine. I think in a way we are similar – breaking new ground, experimenting and challenging expectations and pushing boundaries. We are emotional beings. We're subtle. We understand that life is more complicated than our brains allow us to think. I have been able to immerse people in a continual state of surprise. My goal is to offer multilayered, sensory experiences to people all over the world.

Why was CYBEX the right company to partner with on a children's line?

CYBEX is led by a visionary. And that men-

tality informs everything they do. More than making mass produced items, they choose to use imagination and intelligent design knowledge. They execute on the highest level, which is important to me when collaborating with other creators. It means it will be an experience that is mutually beneficial. With CYBEX, you know your designs will be treated with the utmost care.

What was it like to work with another visionary – CYBEX founder Martin Pos?

He's not as much a rebel as he is a visionary who works to make the best possible products he can. CYBEX stands in the face of conventional wisdom and say they are going to push the limits, experiment and challenge the expected. Working together, we very much mirror each other as we desire to only make products at the highest level.





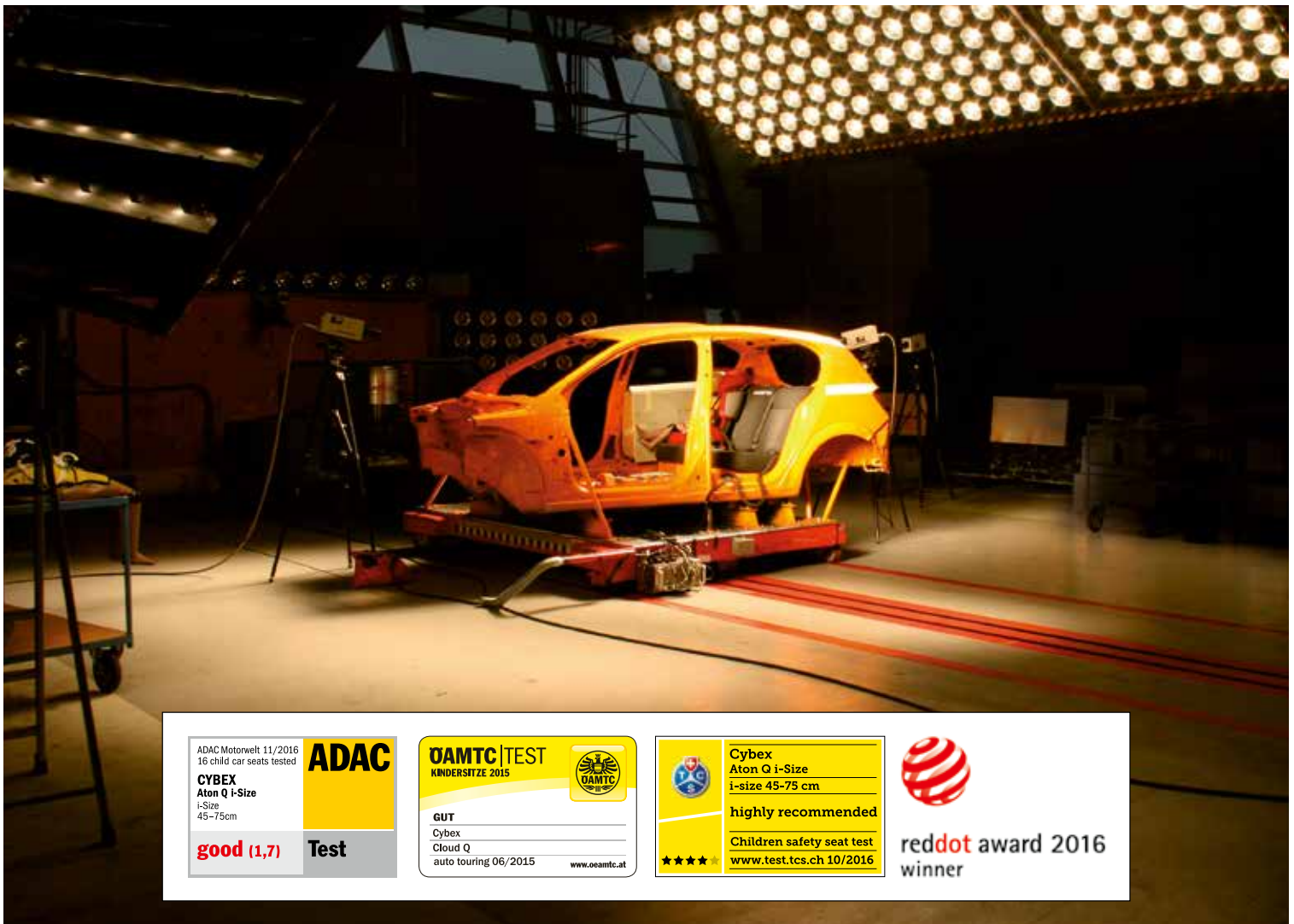
M PERFECT FAMILY

Outstanding safety and quality,
contemporary design,
and intelligent functionality:

The CYBEX
Platinum
child car seats.

More than 250 AWARDS

Every year, CYBEX products are subjected to hundreds of crash tests, which result in the continual improvement of our products. Our car seats are regularly tested and evaluated by independent test institutes. We are proud that our car seats repeatedly achieve outstanding results in the most important European safety and consumer tests such as ADAC and Stiftung Warentest.



WHAT IS R-129 AND i-SIZE?

i-Size is one part of the UN Regulation No. 129 (R-129). R-129 is a new regulation in Europe for enhanced child restraint systems and was developed by the Economic Commission for Europe of the United Nations (UNECE). This committee of experts includes regulators, research and test institutes, car manufacturers and child restraint manufacturers. CYBEX is a very active member of this group.

A MATTER OF TRUST

The basic idea behind all CYBEX products is the D.S.F. Innovation Principle. It stands for a product line with a clear and unique design that fulfils the highest safety standards, and implements intelligent functionality. Here we have summed up some of our most important safety principles for you:

ACCIDENT STATISTICS

Children who are not secured are seven times more likely to be seriously injured or killed in a car accident than secured children. 83% of secured children remain unharmed in an accident (source: German Road Safety Organization, Information sheet #4, May 2009). The vast majority of accidents – 87% – are frontal and side-impact collisions (source: BAST – German Federal Highway Research Institute, Booklet F 67, 2007), which is why we recommend always using a child car seat. Every seat, regardless of the design, ensures a much higher level of safety compared to driving without one.

ISOFIX

CYBEX uses the ISOFIX or ISOFIX Connect system for its ease of use when installing a child car seat into the vehicle, and for increasing the stability and safety.

LOAD LEG

CYBEX fits all of its rear-facing ISOFIX child car seats with a load leg, which makes it almost impossible to install the seat incorrectly. The load leg provides extra stability and absorbs even more of the force of a frontal impact.

TEST RESULTS

Our car seats are tested by independent institutes on a regular basis, and we are proud to announce that our car seats repeatedly achieve outstanding results in the most important European safety and consumer tests such as the German ADAC, and Stiftung Warentest.

DRIVING DIRECTION

Children should be transported in a rear-facing position for as long as possible, preferably up to approximately 4 years (18 kg). In a frontal collision, the enormous force of impact is distributed evenly across the back of the child car seat, significantly reducing the strain on the child's neck, head, and chest.

CURRENT REGULATIONS

In Europe and many parts of the world, currently the regulation ECE R-44/04 and the parallel valid i-Size regulation ECE R-129 apply. This requires children to be rear-facing up to at least 15 months of age. Additionally R-129 includes a side-impact test of the seat to ensure it provides protection in side-impact collisions.

IMPACT SHIELD

Resembling an airbag, the force of an impact is distributed across the relatively large surface of the impact shield and absorbed by energy-absorbing materials. This particularly protects the child's neck, head, and shoulder area.

SIDE IMPACT PROTECTION

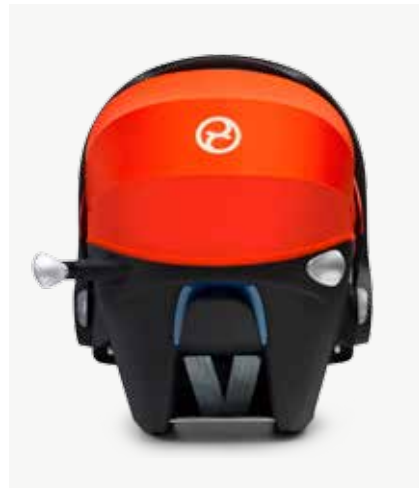
CYBEX advises strongly against simple booster seats for bigger children, because without a backrest, the head and body are not protected in a side-impact collision. All CYBEX child car seats feature a side-impact protection, which systematically absorbs the forces during these types of accidents. During an accident, already the first impulse is transmitted via the side-impact protector and the energy of the collision can be reduced by approx. one-third. The flexible material structure of the shell also absorbs the impact force and leads it away from the baby.

Trust is something you have to earn. That's why we do everything in our power to ensure that every CYBEX product always offers the safety and quality that you would expect for yourself and, above all, for your child.

ATON Q AND ATON Q i-SIZE

SAFETY MEETS DESIGN

As a member of the award-winning CYBEX infant car seat series, the Aton Q and Aton Q i-Size fuses advanced safety and innovative functionality with iconic design.



At CYBEX we could never be completely satisfied with the success of products such as the multi-award-winning infant carrier CYBEX Aton 2, which was a Stiftung Warentest Group 0+ test-winner in 6/2012 (both with and without the ISOFIX base) and its successor CYBEX Aton 3. Instead, CYBEX strives to continually improve seemingly perfect products. Aton Q follows the success story of the award-winning Aton family in Gr. 0+ and scored an excellent 1.6 (good) at German consumer testing organization Stiftung Warentest (test 06/2014). In the belted version, the Aton Q was awarded the top grade* in Gr. 0+ in this test. In the categories »safety« and »harmful substances« it received a »very good« rating.

By following our D. S. F. Innovation Principle, the focus was on the development of Aton Q with a unique design, optimised security, sophisticated ergonomics and improved functionality. This quality is also applied to the Aton Q i-Size (for children 45 cm to 75 cm, max. 13 kg), the first CYBEX infant car seat that corresponds to the i-Size standard ECE R-129. With a score of 1.7, the Aton Q i-Size

achieved outstanding results in the test 11/2016 from German Stiftung Warentest and ADAC. In terms of safety, the Aton Q and Aton Q i-Size have a height-adjustable headrest with an integrated harness guide and an advanced Linear Side-impact Protection (L. S. P. System), which can be individually adjusted. The very first impact of an accident is redirected to the energy absorbing shell by the extended side protector facing the door. The flexible material structure of the infant car seat further reduces the force of impact and channels it away from the baby.



With the new 8-position height-adjustable headrest with an integrated harness guide, the length of the harness changes automatically when the headrest is adjusted. There is no need for the fiddly threading in and out of the seat belt and it is almost impossible to misuse. The shoulder and belt pads perfectly round out the seat's comfort factor while the active protection features of the Aton Q and Aton Q i-Size are further complemented by the passive safety measures.

* ON PAR WITH ANOTHER MANUFACTURER



reddot award 2014
winner

ATON Q

<p>ADAC Motorwelt 11/2016 16 child car seats tested</p>	<p>ADAC Test</p>	<p>OAMTC TEST KINDERSITZE 2016</p>  <p>GUT Cybex Aton Q i-Size + Base Q i-Size auto touring 11/2016 www.oamtc.at</p>	 <p>Cybex Aton Q i-Size i-size 45-75 cm</p> <p>highly recommended</p> <p>Children safety seat test www.test.tcs.ch 10/2016</p> <p>★★★★★</p>
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ATON Q i-SIZE





HEIGHT-ADJUSTABLE HEADREST



ATON Q WITH BASE Q-FIX

One of the biggest challenges for safety engineers is to develop the best possible transportation for premature babies and very small newborns, whose neck muscles and reflexes are not yet fully developed. Unfortunately this often leads to the baby's head tipping forward during sleep, which can lead to serious breathing problems. Along with German safety experts, and taking into account the findings of many tests, a function was developed that enables the flattest possible lying angle between head, neck and chest. The risk of suffocation is thereby significantly reduced. This is achieved through a removable seat insert, which also offers more space and comfort for bigger children once removed.

CYBEX Platinum combines safety and functionality with a user-friendly product and exceptional, iconic design. In particular, the CYBEX Platinum products stand out due to their details. Although they often go unnoticed, the details are what ensure the products are safe and easy to use. For example, the integrated, extra-large sun canopy disappears elegantly behind a colour coordinated visor. For maximum UV protection for the baby's skin, the integrated convertible canopy fulfils the stringent, Australian UPF50+ sun protection standard. It can be extended gradually, offering both optimum sun protection and also protection against wind. Safety, design and mobility in one. The design DNA of the Aton Q and Aton Q i-Size extends across all Platinum products and is

also present in CYBEX strollers. With the help of a simple adapter, the infant car seat, together with the CYBEX strollers, turns into a clever and visually harmonious travel system. The Aton Q and Aton Q i-Size can also be combined with many other-brand prams and buggies to form a travel system with a variety of strollers from other manufacturers.

Safety, design and mobility form a unit. The design DNA of Aton Q and Aton Q i-Size pervades all Platinum products and will also be included in the CYBEX strollers. With the help of a simple adapter, the infant car seat converts together with the CYBEX strollers to a thoughtful, visually harmonious travel system. The Aton Q and Aton Q i-Size can be combined into a travel system with a variety of pushchairs from other manufacturers. In accordance with our safety philosophy, which emphasises ease of use in general and the ISOFIX system in particular, a practical ISOFIX base for the Aton Q and Aton Q i-Size is also available: Base Q-Fix and Base Q i-Size. The bases are installed in the car with the ISOFIX connectors, providing additional stability and safety. The infant car seats can be easily snapped into the base which can be used without having to additionally secure it with the car seat belt. An indicator visually confirms that the seat has been installed correctly. Alternatively the Base Q-Fix can be secured with the car seat belt in vehicles that do not have the ISOFIX system.





cybex



L.A. SYSTEM



CLOUD Q

LUXURY TRAVEL REDEFINED

The belted Cloud Q emerged as test winner in Group 0+ in the test 06/2015 conducted by German Stiftung Warentest. It was the only car seat in the test that achieved the grade »very good« in the safety category. The premium infant car seat sets itself apart as a perfect synthesis of phenomenal protection and a new kind of travel system for outstanding safety in and outside of the car.



LIE-FLAT POSITION



A new function of the Cloud Q is that it can be changed to a horizontal position outside of the car. With a longer leg-rest and a lie-flat position, the child can lie comfortably, and in an ergonomically correct position. The angle can be adjusted easily with one hand without having to take the child out of the seat, and the handle remains in the carrying position for easier mobility. In combination with the

CYBEX strollers, the Cloud Q can also be used as a visually harmonious travel system. Thanks to the flat-lying angle, the infant car seat transforms into a practical and clever carry cot for the first months, so your sleeping baby can rest with optimal protection. The Cloud Q can also be converted into a travel system using prams and buggies from other brands. For more information, visit our website.

CLOUD Q
WITH BASE Q-FIX

The Cloud Q is adapted to meet the needs of even the most delicate newborns and premature babies. The transportation of premature and very small babies, whose neck muscles and reflexes are not yet fully developed, is one of the biggest challenges faced by our safety engineers. The tipping forward of the head can lead to breathing problems during sleep and needs to be avoided at all costs.

The most important question to be addressed in the development of the Cloud Q was: How can I transport my child securely, comfortably and safely even on longer trips? That is why one of the special features of the Cloud Q is the flat-lying angle during transport for premature and newborns, which was developed by doctors and midwives together with the German CYBEX safety experts. During the first months, the removable newborn inlay allows for a near lie-flat position. At the same time, it offers more space and comfort for bigger children once removed.

The tried-and-tested Linear Side-impact Protection (L. S. P. System) has been further improved, and on the Cloud Q it can be telescopically extended on the door side. The very first impact forces of an accident are absorbed by the extended side protector facing the door, while the flexible material structure of the infant car seat absorbs the force of the impact and channels it away from the baby. The Cloud Q is easy and intuitive to use. The integrated, extra-large sun canopy fulfils the stringent, Australian UPF50+ sun protection standard. It also protects the baby against stress and

sensory overload. When not being used, the canopy elegantly disappears behind a colour-coordinated visor. The 11-position height-adjustable headrest of the infant car seat simultaneously changes the harness length. As a result, the infant car seat grows with the child. The soft harness pads perfectly round out the comfort features of the Cloud Q. Both safety and comfort have played an important role in the development of this innovative product, while your child's well-being is still the top priority for CYBEX.



EXTRA LARGE SUN CANOPY





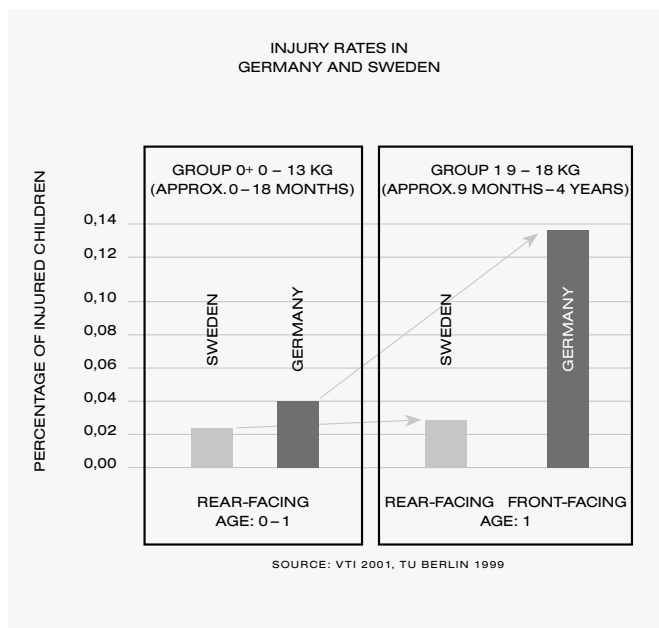
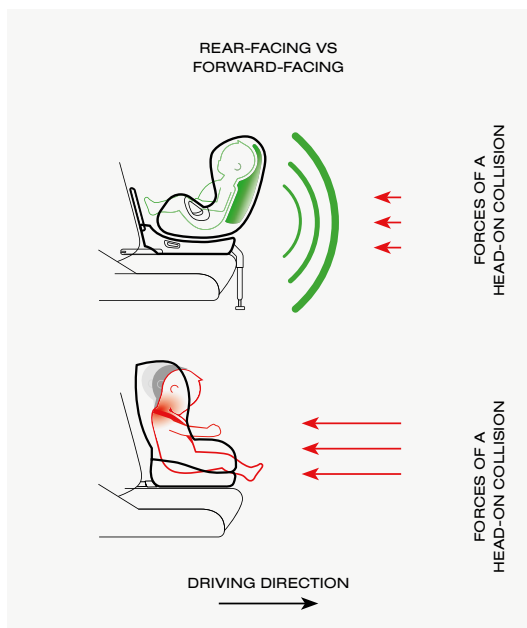




SIRONA AND SIRONA Q i-SIZE

WHY REAR-FACING?

Safe and secure up until approx. 4 years —
a rear-facing car seat can tremendously
reduce the risk of injury in a head-on collision.



Physicians, accident researchers, and consumer and health organizations recommend the transport of babies and toddlers in rear-facing child seats for as long as possible.

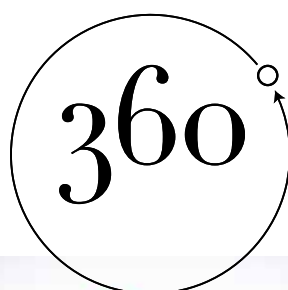
In most countries, car accidents remain the main cause of death for children over the age of 1 year. However, if children are transported rear-facing beyond Group 0+, the risk of injury is mostly stable in Group 1. This can be seen in statistics from countries with predominantly rear-facing transport in Group 1,

e.g. Sweden. In the event of an accident it is of utmost importance to take into account the anatomy of babies and toddlers. Unlike an adult, a child has a very large and heavy head in proportion to its body. A child's head accounts for about 25% of the total body weight, the neck muscles and the spine of a child, however, are not yet fully developed. In the event of an accident, they need particular support and protection. In order to provide infants and babies with maximum safety in the car, CYBEX has developed the Siro-

na and Sirona Q i-Size: If an accident occurs, the Sirona and Sirona Q i-Size act like a protective shield especially protecting the neck and spinal area. The forces of impact are distributed over the large area of the shell; and the strain on the neck, shoulder, head, and the inner organs of the child is significantly reduced. Therefore, the Sirona and Sirona Q i-Size reduce the risk of injury in a head-on collision enormously. Our Sirona Q i-Size is the first i-Size car seat with impact shield for increased safety during forward-faced driving.

A REVOLUTIONARY PERSPECTIVE!

If you want optimal safety for your child, you need products that can meet your expectations in every way. With the CYBEX Sirona and Sirona Q i-Size we have taken the world's leading technologies in the area of child safety and merged them into each model, outshining everything that came before it: CYBEX Sirona and Sirona Q i-Size.



REAR-FACING
SIRONA — FROM BIRTH UP TO 18 KG
(APPROX. 4 YEARS)
SIRONA Q i-SIZE — FROM 45 CM TO 105 CM



EASY ENTRANCE AND
EXIT POSITION



ALTERNATIVELY FRONT-FACING
SIRONA — FROM 9 – 18 KG
(APPROX. 9 MONTHS – 4 YEARS)
SIRONA Q i-SIZE — FROM MIN. 16 MONTHS
AND 76 CM

CYBEX Sirona and Sirona Q i-Size are opening up a new dimension of child safety as they allow children to be comfortably transported while rear-facing from birth up to 18 kg or rather 105 cm (4 years). At the same time, they offer unbeatable functionality and design: a clever 360° rotation system makes entry and exit for the child much easier

and less back-breaking for parents. It can be easily adjusted from forward to rear-facing without having to remove and reinstall the seat. Sirona's many accessories and pioneering design offer a perfectly configured rear-facing child seat suitable for numerous vehicle types, from a compact to a saloon car (a car compatibility list can be found online).



SIRONA





SAFELY REAR-FACING UP TO APPROXIMATELY 4 YEARS

For excellent safety we recommend using the Sirona as a rear-facing seat for as long as possible – from birth up to 18 kg (0 – approximately 4 years).

1

ONE-HAND RECLINE
FUNCTION (7-POSITION)

For maximum comfort
and a restful sleep

2

ONE-CLICK INSTALLATION
WITH ISOFIX

Simple installation for
increased safety (no need to
strap the seat in)

3

LINEAR SIDE-IMPACT
PROTECTION
(L.S.P. SYSTEM)

The force of a side-impact
collision is absorbed in its
earliest stages (patent pending)

5

ONE-PULL
HARNES SYSTEM

Comfortable
and safe fastening

4

11-POSITION (SIRONA) /
12-POSITION (SIRONA Q i-SIZE)
ADJUSTABLE HEADREST

Grows with the
child for the perfect fit

The innovative design makes it comfortable for children and provides plenty of legroom. The easy-to-use »one-click« ISOFIX System means no more tricky installation of the seat, and the danger of installing the seat incorrectly is reduced to practically zero.



ALTERNATIVELY FORWARD-FACING

Depending on their shape and size, older children may have insufficient legroom when sitting backwards. In this case, the CYBEX Sirona und Sirona Q i-Size can safely be used as a forward-facing seat. Sirona: from 9 – 18 kg (approximately 9 months – 4 years). Sirona Q i-Size: from min. 16 months and 76 cm.

1

ONE-HAND RECLINE FUNCTION (5-POSITION)

For maximum
comfort and a restful sleep

2

LINEAR SIDE-IMPACT PROTECTION (L.S.P. SYSTEM)

The force of a side-impact
collision is reduced at a very early
stage (patent pending)

5

ADJUSTABLE IMPACT SHIELD

It is no longer necessary
to fasten the shield with the car's
seat belt (patent pending)



3

ONE-CLICK INSTALLATION WITH ISOFIX

Simple installation for increased
safety (no need to strap the seat in
with the car's seat belt)

4

11-POSITION (SIRONA) / 12-POSITION (SIRONA Q i-SIZE) ADJUSTABLE HEADREST

Grows with the
child for the perfect fit

In the forward-facing position, the child is protected by an adjustable impact shield. This system works like an inflated airbag, which absorbs the energy of impact over a relatively large area. Compared to a con-

ventional 5-point harness, the strain on the child's neck is significantly reduced, and in the case of an accident, the shield's Active Response Technology (A. R. T.) ensures that the child is secured within the safety

zone of the seat (patent pending). Thanks to the innovative, integrated fastening system, it is also unnecessary to fasten the impact shield with the car seat belt (patent pending).

TECHNOLOGY

»SEAT-TO-CHASSIS« - TECHNOLOGY

The CYBEX Sirona and Sirona Q i-Size are secured using the car's ISOFIX System and require no further fastening. Additionally, the frontal load leg helps to absorb the force of impact in the case of a head-on collision and provides additional stability. The innovative Seat-to-Chassis technology creates a direct connection between the seat and the car's frame. In the event of an accident, the force of impact is transferred straight to the chassis, which activates both the safety features of the car and the seat and initiates the process of distributing the force of impact at the earliest possible stage of an accident.



ADJUSTABLE IMPACT SHIELD WITH A.R.T. TECHNOLOGY

In the forward-facing position, the child is protected by an adjustable impact shield. This system works like an inflated airbag, which absorbs the energy of the crash over its entire area. Compared to a conventional 5-point harness, the strain on the neck is significantly reduced in a head-on collision. Thanks to the integrated fastening system, it is also no longer necessary to fasten the impact shield with the car's seat belt (patent pending).

EASY ENTRY AND EXIT

A clever 360° rotation mechanism makes it easy to change between the forward and rear-facing positions without having to take the seat out of the car. Getting in and out is also easy as the seat can be turned to the side with one simple movement.

TELESCOPIC LINEAR SIDE-IMPACT PROTECTION

Whether rear or forward-facing, the telescopic Linear Side-impact Protection (L. S. P. System) increases the level of safety in the case of a side-impact collision (patent pending). The L. S. P. System can be individually adjusted to the door-position of the seat and the type of vehicle to absorb the force of a side-impact collision in combination with the head and shoulder protectors.



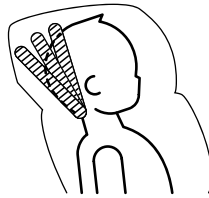




SOLUTION Q3-FIX

THE SAFEST SOLUTION OF ALL TIME

The CYBEX Solution series stands for proven and multi-award-winning innovative safety. The very first Solution won the Kind + Jugend Innovation Award in 2005 for its adjustable headrest. Its predecessor, the Solution Q2-Fix got the »excellent« rating from Auto Bild.



PATENTED RECLINING HEADREST

With the Solution Q3-Fix we complete the CYBEX Platinum product line with a pioneering seat for older children aged approximately 3 – 12 years (15 – 36 kg). The Solution Q3-Fix combines the best features of this long-established and proven product line with the latest findings from material and safety research and the iconic design of the CYBEX Platinum product range.

An all-round analysis of the seat's design sparked the further development of the already high safety level of the Solution series in this new generation. For example, protection in the case of a frontal collision was further improved with sophisticated new technology. The vital combination of side protectors, reclining headrest and optimised Linear Side-impact Protection (L. S. P. System Plus) were re-aligned, resulting in an additional level of safety in a side-impact crash when compared to the Solution X range.

An indispensable element of the Solution series safety concept is the patented, 3-position reclining headrest. We were able to further improve side-impact protection with the development of a new configuration. Thanks to the adjustable headrest, the child's head is tilted back which can prevent the dangerous tipping forward during sleep. The child's sensitive head and neck area is also protected in a side-impact collision, as it remains in the seat's safety zone created by the head and side protectors. In addition to

improving passive safety, the patented headrest ensures a comfortable sleeping position.

CYBEX Solution Q3-Fix is equipped with our tried-and-tested ISOFIX Connect System. The seat is fixed into the car's ISOFIX System with connectors that can be clicked into place, while the child is strapped in with the car seat belt. The ISOFIX Connect System provides additional stability and safety in the car. In vehicles that do not have ISOFIX, the connectors of the seat can simply be retracted and the seat and child secured with the car seat belt.





Most children reach 55% of their total height by the age of three, and by the age of 12 have completed 89% of their growth. This results in an average growth of 60 cm during the period in which the seat is used. In order to provide the best possible protection and comfort for

the entire duration of use, the new CYBEX Solution Q3-Fix has an integrated height and width adjustment – a new safety function for flexible and optimal alignment of the seat to the child's size. With a one-handed mechanism and 11 adjustment positions, the height and width

of the seat can be adjusted simultaneously. The seat can grow an additional 8 cm in width and 20 cm in height. The child thereby remains in the optimal protection zone of the head and shoulder protectors and feels restricted, even towards the end of the usage period.



TECHNOLOGY

LINEAR SIDE-IMPACT PROTECTION

The width adjustment works hand in hand with the L. S. P. System Plus – an optimised Linear Side-impact Protection. The force of a side-impact collision is systematically reduced by the additional safety cushions as well as the shoulder and head protectors. At the same time, the body's kinetic energy resulting from an accident is immediately reduced and the head is directed into a secure position. The CYBEX safety pads on the inside of the head protector provide an extra level of side-impact protection. The absorbing materials reduce possible stress on the sensitive head area and prevent the head from being thrust too far forward in the case of a side-impact collision. Accident analyses show that side-impact collisions occur half as frequently as frontal collisions, but can result in worse injuries. Every fourth car accident is a side-impact collision, which is why CYBEX equips all of its child car seats with side-impact protection without exception. In the case of a side-impact collision, the side protectors on the child car seats for bigger children prevent the child from coming into contact with the car window and also protect the upper body. Providing optimised protection for the child in the event of a side-impact collision is an important pillar of our safety concept.



IDEAL VENTILATION

A further building block in the comfort package of the Solution Q3-Fix is a system of mesh ventilation channels that run through the backrest and seat components. Air can circulate through ventilation holes on the front of the seat and under the seat cover and is channelled away from the child by additional openings in the backrest. This ensures a more comfortable sitting temperature even on hot days. What's more, the covers are easy to remove and are machine-washable. An extra summer cover is also available.



RECLINING BACKREST

The reclining backrest adjusts perfectly to the car seat and enables easy installation in different vehicle models. Although the sophisticated construction of the Solution Q3-Fix incorporates many safety functions, attention was also paid to making the seat lightweight. Weighing just 7.6 kg, the seat is perfect if you have to frequently take it out of the car or even move it to another vehicle.



MÍOS COT KOI AND YEMA TIE LEATHER





THE PICTURES OF PRODUCTS AND THE
MEASUREMENTS IN THIS CATALOGUE
ARE FOR ILLUSTRATION PURPOSES ONLY.
ACTUAL PRODUCTS MAY VARY.
PRODUCT CHANGES ARE RESERVED.



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