A SPECIAL COLLABORATION BETWEEN CYBEX AND KAROLINA KURKOVÁ
BECause Love is unique.
Love is complete.
Love is universal.
For twenty years, Karolina Kurkova has been an enviable force in the fashion world. Discovered by Anna Wintour, Karolina was crowned a Vogue cover girl, worked as a glamorous Victoria's Secret Angel and starred in campaigns for major luxury brands such as Gucci, Dior, Chanel, Prada and Louis Vuitton.

Naturally, Kurkova’s successful career is due to a combination of her stunning looks, discipline and business acumen. But, there is more to it than that. We’re talking about the X-factor—or in Karolina’s case, the K-factor. Her energy, motivation and passion have come together to form the K-factor that makes her so unique and beloved.

At the CYBEX campaign shoot in Miami for Karolina’s collection, the K-factor is clear to see: Karolina dances, sings, and entertains in front of the camera all while keeping the shoot on track and on time. That’s what makes her so special. Whether she is under stress, adapting to constantly changing conditions or switching modes from working model to working mother—Karolina always keeps her cool. She loves having her family on set with her, even if things don’t always go according to plan.

In today’s fast-paced society, modern parents have to juggle so many things: from career to family. As the CEO of her family, Karolina knows the struggle that parents feel to keep up and be the perfect mom.

“Everybody thinks a cool mom knows how to balance things, but I think that’s impossible. I think a good parent is someone who is willing to be wrong and work on that. Someone who is not afraid to get down and dirty, whatever that takes. I also learned from my parents. They were always very supportive of each other. And that’s also cool!”

Karolina’s idea of a cool mother also naturally includes the idea of which products you choose for your family and children.

“Everybody tells you something different. The first time as a new parent you think you need so much. Then, with my second child, I learned that you need much less than you thought. Your focus should be on quality over quantity.”

Karolina’s collaboration with German brand CYBEX came about as a result of their aligned parenting philosophy. Just like Karolina, CYBEX focuses on finding the perfect symbiosis of safety, functionality and design when it develops its products. Modern parents can not only rely on the functionality of CYBEX’s products, but can also relate to their fashion-forward designs and style. Kurkova worked closely with the CYBEX team on the collection. Thus, Karolina is not just the “face” of the collection: she is a true partner, contributor of ideas and a collaborator. As a working mom and fashion expert, Karolina has taken on the role of collaborator with CYBEX seriously, as one who understands what women today both need and want. Karolina is also a champion of products that are sustainable. As a result, the collection is made with REPREVE® certified recycled fibers. The yarn in each product utilizes up to 31 recycled plastic PET bottles creating an eco-conscious offering.

Lastly, the most important ingredient in CYBEX by Karolina Kurkova is LOVE. For Karolina, love is the driving force of the universe, an energy and a life principle that is more important than all others.

Love is every bit as diverse as life itself: love of family, work, community, fellow human beings and life in general.

This shines through in Karolina’s design and her knowledge as a fashion expert: the wide red lips double as a style element and an expression of love. The bold mix of colors and prints reflect her philosophy of life—an attitude of playfulness and whimsy that we need more today than ever before.

We need love, fun and bright energy. In short, we need the K-factor.
An infant car seat that represents the ideal symbiosis of safety and fashionable design, the Cloud Z i-Size is now available in the exhilarating colors and abstract lines of the Karolina Kurkova collection. Its 180° rotation mechanism on the Base Z allows you to onboard your baby with ease, and when your drive is over your child’s sleep can continue uninterrupted, as the Cloud Z i-Size car seat can be simply adjusted into an ergonomic lie-flat position, ready to fit onto the PRIAM or MIOS frame.

i-Size UN R129/02, 45—87 cm, MAX. 13 kg
The CYBEX PRIAM 3-in-1 travel system gives parents the freedom to use their PRIAM frame with a LUX Carry Cot, an infant car seat, or with the PRIAM LUX Seat. A fun and fashionable choice, the LUX Seat is functional too—letting you both fold and recline the stroller with just one hand. Its sleek design is perfectly complemented by a Karolina Kurkova seat pack—impossible to ignore with its fusion of swirling shapes, pulsing energy and an instantly iconic lips motif.
“WHEN IT COMES TO A STROLLER, YOU NEED SOMETHING SIMPLE, BUT WITH PERSONALITY; SOMETHING SAFE, BUT STYLISH. THAT’S WHY I LOVE CYBEX.”

MIOS LUX CARRY COT

Your baby’s first months will pass by in coziness and elegance in the MIOS LUX Carry Cot. Your tiny passenger can look out at the world through panorama and sky view windows. And when it’s time to drift off to sleep, comfort is assured with a breathable mattress and a 100% cotton interior wrapped in a fun and daring Karolina Kurkova print that overflows with love.
Karolina, you come across as the quintessential cool mom.

KK: Thank you! But we all have these fantasies about being the cool mom, don’t we?

Yes, it seems impossible to be any other kind of mom these days. So, please help us to define this, since you have two children!

KK: Well, she can be cool if she lets her children experience things around them without interfering all the time, while creating a safety net for them to fall back on. That is really important.

I think a cool mom also tries to reach harmony with things around her and her family. Everyone thinks a cool mom knows how to balance things, but I think that’s impossible. We are not machines and there are emotions involved if you have children. I think the word “balance” sounds almost cold in that context, as if you weren’t a human being. And we all try to be so perfect today.

When I think back to when I was little, being a mother was just being a mother. Maybe with a job. Today, I tell myself: I am a good cook, a great mom, a great businesswoman. And then I think, but wait, Karolina, how can you be a designer on top of all this? It’s crazy to think like that, right? But this is often how women think these days.

I think a good parent is someone who is willing to be wrong and work on that. Someone who is not afraid to get down and dirty, whatever that takes. I also learned from my parents. They were always very supportive of each other. And that’s also cool!

Did your parents teach you how to become a modern parent?

KK: Of course, there is more DNA in you from your parents than you think. But to answer your question, yes, they did. They taught me to appreciate good manners, a love for good memories and moments. These days I experience moments with my own family that I remember having back then with my parents—sitting at dinner in the evening, having conversations, laughing and telling each other stories. I grew up seeing my dad and my mom cleaning the house, cooking and working together. Whatever needed to be done, they did it together. It was important to see the two of them so supportive of each other. And for the times I grew up in, that was very advanced, very modern. The result is that I am not afraid of doing anything in my life, since I have seen that you can help each other out and succeed. So of course, I looked for a husband that was a good team player.

Still, a lot happens to a woman in the transition from the cool girl to the cool mom. What changes?

KK: Well, everything! But to me it’s the evolution of life, it’s not all about you anymore. You ask yourself, why are you here? And maybe you’re doing what you love, but are you also doing what your family loves? One thing I find is very important: you need time as a couple and you need your children to know that about you. Also, you need to be adored and feel feminine. I think that is something very essential.
YEMA TIE

Keep your loved one close with the YEMA TIE, ergonomically designed to assist healthy development and fully adjustable to constantly support your child’s head and neck. An intuitive fit means that loading up into any one of three carrying positions is a breeze, and soft shoulder straps and a padded waist belt will keep you comfortable during long journeys. It’s no wonder the YEMA won a Red Dot Design Award, and moreover you’ll cut a distinctive figure in a Karolina Kurkova print that sizzles with positivity and love.
“FOR ME IT’S ALL ABOUT ACCEPTANCE, UNDERSTANDING AND LOVE. WE CAN’T LIVE WITHOUT LOVE. I CAN’T LIVE WITHOUT LOVE FOR MY KIDS, MY HUSBAND, MY FAMILY.”
So when you had your first baby, how did you learn what to buy for your new life? Let’s say, a stroller...

KK: I am a big research nerd and I was curious. Everybody tells you something different. The first time as a new parent you think you need so much.

Then, with my second child, I learned that you need much less than you thought. Your focus should be on quality over quantity. I also learned that I want a changing bag that is stylish, and not just a changing bag!

When it comes to a stroller, you need something simple, but with personality; something safe, but stylish. That’s why I love CYBEX. You have wheels for the countryside or beach, skis for the snow, and a great car seat. But since I am a fashion girl, I also need something with style and of course something that isn’t polluting the planet. That has become a real must for me.

So, it seems like it would have been a perfect collaboration with CYBEX then, since you created an environmentally conscious collection!

Sustainability has become very important to me. Not only for us, but also for our children. So, we included recycled plastic in the collection and I am super excited that we were able to create a stroller cover using 31 plastic bottles. That’s a huge step into the future.

At the same time, the collection is fun and about love and happiness. I liked it, not just coming up with something black, white or blue. I like the color and fun of the pattern, and the big kissing mouth. And it’s great that CYBEX understood what I was thinking of, right from the start.

How did you meet with CYBEX?

KK: Initially they sent me a stroller, when I had my son Noah. Then I met the founder Martin Pos in a CYBEX store in Germany, along with our families, children and parents, and we liked each other from the beginning. So we decided to collaborate very quickly.

I loved that I was involved in the design process, and didn’t only choose from ten different products that were presented to me. What I liked about the collaboration is that we were thinking about how to change the industry. With all the problems we are experiencing in the world right now, sustainability is one of the solutions.

Are there any more solutions?

KK: For me it’s all about acceptance, understanding and love. We can’t live without love. I can’t live without love for my kids, my husband, my family. While I was researching for the CYBEX campaign, I opened a book and read the line, “Love is unique, love is complete, love is universal.” That really spoke to me and got me thinking. Especially these days, life should be fun—happy, filled with love and connection. That’s what I am looking for as an experience.
When you’re out and about, you can rest assured that CYBEX has thought of all the details. The Karolina Kurkova Changing Bag comes with a wet compartment, a thermal bottle holder and a changing mat, and can even be worn as a backpack if you need both your hands free. Cherry-red lips complement the outside zipper of the wet compartment, and the Changing Bag is now available with a high-quality 100% silk Karolina Kurkova scarf.
PRIAM LUX CARRY COT

Even from birth, your child can travel in eye-catching elegance in the PRIAM LUX Carry Cot. Panorama and sky view windows allow healthy air circulation around the cot, while a breathable mattress and a 100% cotton interior provide a dreamy environment in which to snooze the day away in peace—a striking contrast to the colliding patterns and exuberant colors of the Karolina Kurkova exterior.
“A GOOD PARENT IS SOMEONE WHO IS WILLING TO BE WRONG AND WORK ON THAT, WHO IS NOT AFRAID TO GET DOWN AND DIRTY, WHATEVER THAT TAKES.”
MIOS

The MIOS 3-in-1 travel system gives parents several different transport options, allowing them to use their MIOS frame with a LUX Carry Cot, an infant car seat, or with the MIOS LUX Seat. A city dweller at heart, this lightweight stroller’s small footprint and slender silhouette helps you navigate the bustling sidewalk with expertise, and breathable mesh fabrics and an extendible sun canopy will keep your baby cool on hot days. And the energetic design of this Karolina Kurkova seat pack, equal parts playful and passionate, will set your child apart.
The CYBEX PRIAM and MIOS Platinum 3-in-1 travel systems enable three different uses: with a matching LUX Carry Cot, with one of the award-winning CYBEX infant car seats, and later as a luxurious stroller with a reversible seat unit.

**COLLECTION**

**TRAVEL SYSTEM KAROLINA KURKOVA**

The CYBEX PRIAM and MIOS Platinum 3-in-1 travel systems enable three different uses: with a matching LUX Carry Cot, with one of the award-winning CYBEX infant car seats, and later as a luxurious stroller with a reversible seat unit.
The pictures of products and the measurements in the catalogue are for illustration purposes only. Actual products may vary. Product changes are reserved.

ECO-CONSCIOUS DESIGN
The CYBEX by Karolina Kurkova Collection is made using REPREVE® certified recycled fibers. The yarn in each product utilizes up to 31 recycled plastic PET bottles creating a sustainable and eco-conscious offering.