FOR ALL TOMORROW’S PEOPLE

ABOUT
The Eames Spirit
For all Tomorrow’s People
Fashion Collection

COLLABORATIONS
Karolina Kurkova
Jeremy Scott · Marcel Wanders
CYBEX for Scuderia Ferrari

PRODUCTS
Priam & Mios · Yema
A perfect Family –
CYBEX Platinum Car Seats
Perhaps it is no coincidence that it was two Americans who enhanced classic modern architecture and design in two significant ways by infusing it with sound judgement and with humour.

TAKE YOUR PLEASURE SERIOUSLY

In contrast, European-led Bauhaus design was always closely linked with ideology. To be cynical, you could say that the Bauhaus movement simply followed the principle “form follows religion”. But Ray and Charles Eames worked according to a different principle: they took the world as it is – and improved it. The dream duo met during the Second World War – he was an architect, she was an artist – and started out designing leg braces, stretchers and aircraft parts for the US Army. What they came away with from this time was a strong curiosity for what could be achieved with limited means and how you could coax new characteristics and qualities out of simple materials. During the following decades, the couple would completely shake up people’s understanding of what was attractive and useful and their influence can still be felt today. There is hardly a flat in London Shoreditch, Berlin Mitte or Williamsburg that does not contain at least one of their designs, lovingly unearthed at a flea market or bought new. Because, unlike many other classic pieces of furniture, the chairs of Ray and Charles Eames have always remained true to their original concept. Even new they are relatively affordable, and they look...
good whatever their age. Although the word “age” should be used with care – they are absolute classics.

RECOGNISING THE NEED IS THE PRIMARY CONDITION FOR DESIGN

But what is a real classic? We need look no further than some of Ray and Charles Eames’ biggest hits. The “Eames Plastic Side Chair” is actually just a piece of plastic that was organically moulded into a seat and backrest perfectly aligned with the human anatomy, and then screwed to a wire frame. The simple design innovatively combined two materials: plastic, which was liberated from its reputation of being cheap, and metal, which was a stylish reference to the hard-core functionalism of the machine age. What’s more, this chair allows for countless different configurations, with a variety of legs, a rocking function, and a wide range of colors. For Ray and Charles, design had to be functional – and fun.

THE DETAILS ARE NOT THE DETAILS. THEY MAKE THE DESIGN

The “Lounge Chair” was the result of tenacious research. Since the 1930s, the Eames’ had experimented with the technique of bending plywood to form three-dimensional curves. With this design (developed in 1956), the designers succeeded in finding a solution that still sets standards today.

Inspired by the ingenious simplicity, functionality and beauty of Ray and Charles Eames’ designs, we asked ourselves “How would Ray and Charles Eames create a stroller if they were alive today?” The aim was to translate the aesthetic and functional standards into a modern stroller. This led to the development of the PRIAM – an extremely robust and versatile stroller – yet still possessing a form that is incomparably light and timeless. 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. The PRIAM and the MIOS are an homage to Ray and Charles Eames. Their motto “The details are not the details. They make the design” was the motto running through the entire development of this premium stroller.
THE EAMES SPIRIT

PRIAM
»The details are not the details. They make the design.«

The statement Charles Eames made decades ago still holds true today:
»Iconic elements form timeless design«
The allure of a woman is often in her strength. Sometimes it’s hidden, sometimes it’s there for all to see. She can be romantic, sensitive and feminine, but deep down she has the instinct to nurture and protect. Taking a flower in full bloom as our symbol of feminine strength, we’ve created a collection of unparalleled sophistication and elegance. Lush flowers in bold and beautiful colors radiate femininity and romance, sensuality and grace. Evoking a rich abundance that simply takes your breath away. Charming, seductive and luxuriously designed, these are strong statement pieces that are sure to turn heads. Introducing Spring Blossom. Flowers rooted in strength.
The BEAUTY of a bud bursting into full BLOOM.
Courage, engagement, optimism and confidence—these are qualities that distinguish modern, self-confident women and trendsetters from followers. Challenging the status quo, thinking outside the box and embracing innovation are defining traits of young and ambitious women today.

The new CYBEX Platinum “Rebellious” Fashion Collection transforms this way of life into a stylish and luxurious design statement—full of spirit and sophistication. Inspired by fashionable non-conformists of our time, CYBEX interprets the latest trends with expertise, elegance and a clear message. Vivid colors, clever appliqués, top quality and fresh chic style make the CYBEX “Rebellious” line a cutting-edge fashion statement for bold, active women celebrating life with their children. Rise and shine!
Crystallised. Calmness. Strength and happiness. The 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 PRIAM, MIOS, CLOUD Z i-SIZE and YEMA TIE bring this colorful aquatic animal to life while helping little ones drift off into fanciful dreams.
...LOVE IS UNIQUE.
LOVE IS COMPLETE.
LOVE IS UNIVERSAL.

[Signature]
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. As a working mother and fashion expert, she was a natural collaborator for CYBEX.
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? It seems impossible to be any other kind of mom these days.

Yes. 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. 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. I think a good parent is someone who is willing to be wrong and work on that.

So, it seems like it would have been a perfect collaboration with CYBEX then.
KK: 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.
“IT’S GREAT THAT CYBEX UNDERSTOOD WHAT I WAS THINKING OF, RIGHT FROM THE START.”
PRIAM & CLOUD Z i-SIZE

Robust, agile and versatile, the PRIAM is the epitome of harmonious, timeless design. As part of the CYBEX 3-in-1 Travel System, the PRIAM frame can be combined with the Cloud Z i-Size car seat—offering parents rigorous safety inside the car as well as practical mobility outside it. Both products are perfectly complemented by their Karolina Kurkova designs—impossible to ignore with their fusion of swirling shapes, pulsing energy and instantly iconic lips motifs.
“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.”
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.
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.
Pop art meets whimsical ideas: a style that is celebrated by stars such as Gwen Stefani and Rihanna. The Creative Director from the fashion house Moschino is about to launch a second collaboration with CYBEX. The tag line for this collection could not have been more adequately chosen.

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.

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 collection. Tell us more about your idea here.
It’s a famous quote from the great American philosopher Bart Simpson.

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.
Sophisticated elegance that lets the spirit soar.
For the »Cherubs« collection, Jeremy Scott combined humorous adaptations of classic motifs with a striking color palette to create true masterpieces of urban design.
For the first time: CYBEX embraces the world of interior design, launching a furniture and colorful accessory line that fits seamlessly into the parents’ lifestyle. The »Parents Collection« is sophisticated yet playful, allowing parents to continue their cultured 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.
Marcel Wanders designs with passion, heart and provocation, earning him the moniker “The Lady Gaga of Design”. Given his non-traditional approach, it was only natural that CYBEX would partner with this icon on the “Parents Collection”, to enable urban families to live their most fabulous dreams.

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 parents that they could still maintain theirs. 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.

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.

**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.

**Design can be so serious, yet you’ve managed to infuse a lot of humour into 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 their 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.

**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.

**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.

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

CYBEX is led by a visionary. And that mentality 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.
HIGHCHAIR
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.
ROCKER & BOUNCER

BY MARCEL WANDERS

Lull your child into dreamland with this contemporary re-imagining of the classic rocker. And when it’s time to play, our bouncer features a resilient wooden base that can support even the most boisterous of babies. The minimalist designs of either piece will fit seamlessly into any stylish home.
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 matt black finish, this endearing piggy is a charming and stylish addition to any home.
»The details are not the details. They make the design.« What Charles Eames stated decades ago today applies to CYBEX just as it does to FERRARI. Both companies are driven by their absolute passion for excellence and achieving the perfect symbiosis of design and technology.

And the first-ever CYBEX collaboration with the Italian automobile manufacturer FERRARI proves it. Developed under the motto PASSION FOR EXCELLENCE, these new products meet the highest quality and safety standards while offering outstanding functionality and timeless beauty, elegance and refinement.
Outstanding safety and quality, contemporary design and intelligent functionality:
The CYBEX Platinum child car seats
SOLUTION Z i-FIX
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