FOR ALL TOMORROW’S PEOPLE

ABOUT
Life’s a Classic
The Eames Spirit
Hot Spots

CONFIGURATOR
PRIAM
& e-PRIAM
MIOS

PRODUCTS
Lux Carry Cot
& Lite Cot
The new e-PRIAM

COLLECTION 2020
THE LUXURY OF TRAVEL
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The American designers Ray and Charles Eames created modern design classics by combining functionality and style. The PRIAM stroller from the CYBEX PLATINUM range is an homage to the innovative power of their life’s work.

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.

RECOGNISING THE NEED IS THE PRIMARY CONDITION FOR DESIGN

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.

TAKE YOUR PLEASURE SERIOUSLY

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 pushchair. 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

CYBEX PLATINUM

PRIAM
MIOS WITH LITE COT
MIOS LUX CARRY COT ON MIOS FRAME
»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!«
LUX CARRY COT

The LUX Carry Cot attachments for the new PRIAM and MIOS models enable sophisticated and comfortable family travel. The spacious unit boasts generous dimensions and maximum comfort.

LITE COT

The LITE Cot is a lightweight mobile travel attachment for the new PRIAM and MIOS. High comfort combines with simple, versatile handling to make it the perfect travel companion for active families.
PRIAM LUX CARRY COT ON PRIAM FRAME
Each of the two windows can be opened and closed individually, providing optimum ventilation and the best views.
The new soft foam mattress offers maximum comfort and a healthy environment for your baby.
The new LITE Cot can be used up to approx. 4 years. In the first months up to 9 kg (approx. 6 months) as a newborn cot and later as an effective windstopper.
The LITE Cot impresses with its high-quality and robust material and offers optimal all-round protection against wind, cold, rain and sunshine.
BREATHABLE COMFORT

The LITE Cot features a high-quality breathable memory foam mattress as well as a 100% cotton interior.
FOLDS UP WITH THE STROLLER

Its extra-lightweight, hard-wearing fabric membrane makes it easy to fold the LITE Cot together with the frame for quick, space-saving storage.
The PRIAM’s new 4-in-1 travel system makes it a flexible and comfortable travel companion. The variable frame allows the use of different attachments that provide the right solution for all the challenges of a mobile life. In addition to the new LUX Carry Cot and LITE Cot, these also include the award-winning CYBEX car seats. For older children, the PRIAM can be used as a sophisticated stroller, with a seating unit that can be adjusted to be either forward-facing or rear-facing.
e·PRIAM
Empowering Parents

Blending futuristic smart technology with the timeless design of our iconic PRIAM, CYBEX introduces a revolutionary e-stroller empowering parents to enjoy effortless travel with their children.
Along with the regular PRIAM functionality, the e-PRIAM discretely incorporates several technical features.

**SENSORS**
- Sensors in the handlebar detect changes in pushing and pulling pressure.
- A smart algorithm uses this information to calculate the optimum amount of support you need.
- The sensitive areas on the handlebar are indicated by perforation and stitching.

**BATTERY**
- The battery gives the e-PRIAM a range of approx. 8–45 km depending on load and conditions.
- The lithium-ion battery can be charged within 3.5 hours.*
- The charge status can be easily checked via an LED indicator in the rear axle.

**ENGINE**
- Two electric engines add powered support when needed.
- Quiet enough to allow your child to sleep uninterrupted.
- Located behind the back wheels, the engines are attached to either end of the rear axle.

*The state of charge of the lithium-ion battery after 3.5 hours is approx. 80%.
A LA CARTE DESIGN

Customize your PRIAM according to your individual taste. A variety of accessories are also available for even more personalization.

CHOOSE YOUR FRAME

The lightweight aluminum frames come in four different variations with individual finishes and selected bumper bar and handlebar colors.

ROSEGOLD

MATT BLACK

CHROME WITH BROWN DETAILS

CHROME WITH BLACK DETAILS

PRIAM OR e-PRIAM?

PRIAM
e-PRIAM
LUX CARRY COT

PLATINUM FABRIC
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

PLUS FABRIC
- Stardust Black
- Midnight Blue
- Manhattan Grey
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

FASHION COLLECTIONS
- Spring Blossom Light
- Spring Blossom Dark
- Rebellious
- Koi

COLLABORATIONS
- Karolina Kurkova
- Ferrari Victory Black
- Ferrari Silver Grey

LITE COT

PLATINUM FABRIC
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

PLUS FABRIC
- Stardust Black
- Midnight Blue
- Manhattan Grey
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

FASHION COLLECTIONS
- Spring Blossom Light
- Spring Blossom Dark
- Rebellious
- Koi

COLLABORATIONS
- Karolina Kurkova
- Ferrari Victory Black
- Ferrari Silver Grey

Deep Black with Rosegold
## CLOUD Z i-SIZE

**PLATINUM FABRIC**
- Soho Grey
- Autumn Gold
- Deep Black

**PLUS FABRIC**
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

**FASHION COLLECTIONS**
- Spring Blossom Light
- Spring Blossom Dark
- Rebellious
- Koi

**COLLABORATIONS**
- Karolina Kurkova
- Ferrari Silver Grey
- Ferrari Victory Black

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## SEAT PACK

**PLATINUM FABRIC**
- Deep Black
- Nautical Blue
- Mountain Blue
- Soho Grey
- Khaki Green
- Mustard Yellow
- Autumn Gold

**PLUS FABRIC**
- Stardust Black
- Midnight Blue
- Manhattan Grey

**FASHION COLLECTIONS**
- Spring Blossom Light
- Spring Blossom Dark
- Rebellious
- Koi

**COLLABORATIONS**
- Karolina Kurkova
- Ferrari Silver Grey
- Ferrari Victory Black
All items in the Jeremy Scott Collaborations are pre-configured with a golden frame and the seat or cot of your choice.

JEREMY SCOTT WINGS

JEREMY SCOTT WINGS
CLOUD Z i-SIZE

JEREMY SCOTT WINGS
PRIAM

JEREMY SCOTT WINGS
PRIAM LUX CARRY COT

JEREMY SCOTT CHERUBS

BLUE

JEREMY SCOTT CHERUBS
CLOUD Z i-SIZE

JEREMY SCOTT CHERUBS
PRIAM

JEREMY SCOTT CHERUBS
PRIAM LUX CARRY COT

PINK

JEREMY SCOTT CHERUBS
CLOUD Z i-SIZE

JEREMY SCOTT CHERUBS
PRIAM

JEREMY SCOTT CHERUBS
PRIAM LUX CARRY COT
ONE-HAND FOLDING

The PRIAM is easy to fold using just one hand. Its seat unit folds away with the frame into a compact, flat package. Even as a free-standing unit, the new PRIAM can be discreetly stowed away—in a restaurant, on public transport and at home.
Thanks to its simple handling, the PRIAM LUX Seat adjusts to a comfortable lie-flat position with just one hand—transforming the stroller into a comfortable, cozy bed when you’re on the go.
**PRIAM FUNCTIONS**

**REVERSIBLE SEAT UNIT**

Whether forward-facing or parent-facing, the PRIAM LUX Seat can be easily adjusted to the desired position in just a few simple steps.

**XXL SUN CANOPY**

The PRIAM’s extendable XXL sun canopy provides UPF50+ sun protection and also effectively protects against wind and weather.

**ALL-WHEEL SUSPENSION**

The new all-wheel suspension of the PRIAM ensures a soft, quiet and comfortable ride for parents and child.
PRIAM WITH SKIS

Winter in the city has never been so fun! Replace the front wheels with the ski attachment to transform your PRIAM into a stylish snowmobile.

BEACH MODE

The PRIAM’s two-wheel mode ensures a smooth and safe ride on uneven, bumpy surfaces such as sandy beaches or stairs.

XXL SHOPPING BASKET

The CYBEX PRIAM features a spacious and easily accessible shopping basket that can be folded out when needed.

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.
The MIOS is a system perfectly adapted to the challenges of active, modern life, offering a wide range of individual options. Its new 4-in-1 travel system can be customised by the addition of different attachments on a single frame. The MIOS can be used with the new LUX Carry Cot or the LITE Cot with their extra-soft memory foam mattresses. As a lightweight and compact stroller, its breathable seat can be classically forward-facing or parent-facing. The MIOS can also be used as a practical travel system in combination with the CLOUD Z i-Size or one of the award-winning child seats from CYBEX or gb.
MIOS FUNCTIONS

MIOS FRAME WITH MIOS LUX CARRY COT

MIOS FRAME WITH MIOS SEAT PACK

MIOS FRAME WITH CLOUD Z i-SIZE

MIOS FRAME WITH LITE COT
A LA CARTE DESIGN

Customize your MIOS according to your individual taste. A variety of accessories are also available for even more personalization.

CHOOSE YOUR FRAME

The lightweight aluminum frames come in four different variations with individual finishes and selected bumper bar and handlebar colors.

- ROSEGOLD
- MATT BLACK
- CHROME WITH BROWN DETAILS
- CHROME WITH BLACK DETAILS
LUX CARRY COT

PLATINUM FABRIC
- DEEP BLACK
- NAUTICAL BLUE
- MOUNTAIN BLUE
- SOHO GREY
- KHAKI GREEN
- MUSTARD YELLOW
- AUTUMN GOLD

PLUS FABRIC
- STARDUST BLACK
- MIDNIGHT BLUE
- MANHATTAN GREY

FASHION COLLECTIONS
- SPRING BLOSSOM LIGHT
- SPRING BLOSSOM DARK
- REBELLIOUS
- KIDI

COLLABORATIONS
- KAROLINA KURKOVA
- FERRARI SILVER GREY
- FERRARI VICTORY BLACK

LITE COT

PLATINUM FABRIC
- DEEP BLACK
- NAUTICAL BLUE
- MOUNTAIN BLUE
- SOHO GREY
- KHAKI GREEN
- MUSTARD YELLOW
- AUTUMN GOLD

DEEP BLACK WITH ROSEGOLD
JEREMY SCOTT

All items in the Jeremy Scott Collaborations are pre-configured with a golden frame and the seat or cot of your choice.

JEREMY SCOTT WINGS

JEREMY SCOTT CHERUBS

BLUE

PINK
The MIOS is the epitome of lightweight urban mobility. Weighing just about 9 kg and measuring a mere 50 cm in width, the MIOS is the perfect companion for parents out and about in the city. Its compact design is rounded off with smart functionality and maximum comfort.
VERSATILITY AT ITS BEST

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 cozy boutiques of this world.
COMFORT INLAY

A padded comfort inlay attaches easily to the MIOS seat unit, providing comfortable warmth on cooler days.

BREATHABLE SEAT COVER

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.
The MIOS backrest and legrest are designed with an innovative mesh fabric that blends elegantly into the stroller’s design and ensures fresh air circulation. While the breathable properties of the fabric offer a pleasant coolness, the padded comfort inlay provides cozy warmth on cooler days.
The innovative one-hand folding mechanism transforms the MIOS into a compact, self-standing package in seconds, using only one hand.
**REVERSIBLE SEAT UNIT**

The new reversible seat unit can be turned quickly and easily to the desired sitting position.

**ONE-HAND RECLINE**

The MIOS backrest can be reclined to four different positions using one hand. The leg rest can be separately adjusted to three different positions.

**XXL SUN CANOPY**

The extendable XXL sun canopy of the MIOS offers reliable protection from the weather. It provides high UPF50+ sun protection and includes a large window.

**ALL-WHEEL SUSPENSION**

The new all-wheel suspension of the MIOS ensures a soft, quiet and comfortable ride for parents and child.
The pictures of products and the measurements in this catalogue are for indication purposes only. Products may vary and we reserve the right to make product changes.