



PRESS RELEASE  
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### Cybex launches collaboration with supermodel Karolína Kurková

Cybex, the global company renowned for its luxurious car seats, baby carriers, and pushchairs, has collaborated with supermodel and supermum Karolína Kurková to launch a brand-new fashion collection.

Designed for modern parents, the collection epitomises energy, passion and her love for her family. Featuring vivid red lips artfully mixed with bold pops of colour and polka dots, it reflects her philosophy of life: an attitude of playfulness and whimsy.

The collection comprises of the PRIAM, a luxury pushchair that transforms into a 4-in-1 travel system with ease; the MIOS, a compact stroller which also features a 4-in-1 travel system and the CLOUD Z, an innovative infant car seat which features 180° rotation for easy access and an ergonomic lie-flat position outside of the car. The collection also includes the YEMA, a chic baby carrier which creates the perfect bond between a parent and child, whilst promoting healthy-hip development in babies.

Martin Pos, founder of CYBEX, says: “The synergy of CYBEX’s mission to create a fashion-forward lifestyle for parents, mixed with Karolína’s energy and passion for both of her jobs is what makes her the perfect collaborator for this new product launch.”

For 20 years, Karolína has been an enviable force in the fashion industry, starring in campaigns and runway shows for the world’s top luxury brands. But her most important journey so far has been as a mother to her two children.

Karolína adds: “When it comes to a stroller, you need something simple, but with personality; something safe, but stylish - that’s why I love CYBEX. For me, it’s all about acceptance, understanding and love. We can’t live without love.”

As a champion of sustainability, the collection features REPREVE® certified recycled fibres. The yarn in each product utilises up to 31 recycled plastic PET bottles, creating an environmentally-friendly product.

The CYBEX by KAROLINA KURKOVA collection will launch exclusively this March. For more information, please visit <https://cybex-online.com/en-gb/karolina-kurkova>

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## Notes to editors

### About Cybex

Established in 2005, CYBEX has been globally renowned for their iconic design, innovative technology, easy functionality, and superior safety features on all their products for stylish adults embarking on parenthood.

In early 2014, the German company CYBEX fused with Goodbaby International Holding Limited. The group is one of the world's leading enterprises for the development and production of child and teen goods.