

# CYBEX x JEREMY SCOTT



In the second collaboration between Jeremy Scott and CYBEX, the designer lets babies fly... literally



## CYBEX by JEREMY SCOTT

CYBEX, internationally renowned for iconic design and precision engineering meets Jeremy Scott, fashion's enfant terrible. Together they are a parent's dream.

In the latest collaboration between CYBEX and Jeremy Scott, the American fashion designer's signature angel wings appear manifested on CYBEX strollers and accessories. The capsule collection's slogan 'Adults Suck Then You Are One' transports the angelic to the adult, blending pop-art, fashion and humor.

For Jeremy Scott, this slogan – borrowed from the great American philosopher Bart Simpson – captures the imagination with the contrast of the unexpected. For CYBEX, a company that produces award-winning infant products aimed at fashionable and discerning urban parents, the slogan says: it's time to have some fun.

With a smart black design decorated with golden details, the CYBEX PRIAM stroller is the champion product of the collaboration and the jewel in the crown of the CYBEX Platinum range. This 3-in-1 travel system is suitable from birth to approx. 4 years, and consists of a Carry Cot, a Lux seat and the award winning Aton Q infant car seat which all easily attach onto the frame.

Other CYBEX products in the collection by Scott include the 2.GO baby carrier, a baby bag, and a PRIAM luxury foot muff. T-shirts for mum, dad and baby featuring the 'Adults Suck' slogan will also be available, along with fashionable beanies.

The CYBEX by Jeremy Scott capsule collection will be launched exclusively at 10 Corso Como, Milano November 2015 and to selected stores globally in January 2016.

On his second collaboration with CYBEX Jeremy Scott says:

"CYBEX founder Martin Pos's enthusiasm and passion for creating the best, most stylish and coolest products for parents are, for sure, the reasons I chose to work with CYBEX again".

Martin Pos, Founder of CYBEX says: "I am incredibly happy and proud of our second collaboration with Jeremy Scott, one of the most interesting and talked about fashion designers at the moment. He is not afraid to go against the traditional fashion establishment rules – and in addition to making sure his creations are infused with fun and color, he always makes sure they are accompanied by a positive message".

### **ABOUT CYBEX**

*Founded in 2005 the German company CYBEX develops safe, innovative and lifestyle-led infant and children's products for parents. The world of CYBEX is characterized by the desire not to only think the seemingly unthinkable but also to do it. This finds expression in the CYBEX D.S.F. Innovation Principle, which aims to combine distinctive Design, superior Safety and quality with ingenious Functionality. CYBEX delivers car seats, baby carriers and strollers to more than 100 countries, employing over 300 talented associates worldwide. For more information please visit [www.cybex-online.com](http://www.cybex-online.com)*