CYBEX by JEREMY SCOTT CAPSULE COLLECTION LAUNCH

The new collaboration between CYBEX and the ‘People’s Designer’ was presented at a magical event at 10 Corso Como, Milan

Glamour and sparkling fashion, A-listers and trendsetters: The spectacular CYBEX by Jeremy Scott launch event for the second collaboration took place last night at the iconic fashion concept store 10 Corso Como, Milan, setting off another round of CYBEX fireworks in the fashion world.

Members of the style elite along with the global press corps, including titles such as Vogue, Interview Magazine and Vanity Fair, filled the guest list at the enchanting venue, while DJ and model Sita Abellan, styled from head to toe in Moschino played the tunes throughout the evening.

The masterminds of the collaboration, Jeremy Scott and CYBEX founder Martin Pos, mingled among the fashion crowd including Carla Sozzani, founder of 10 Corso Como, under twinkling lights, before holding a press conference to introduce the new capsule collection to the gathered guests.

Martin Pos said: “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”.

Jeremy Scott on his decision for collaborating with CYBEX for a second time: “Martin’s enthusiasm and passion for creating the best, most stylish and coolest products are, for sure, the reasons I chose to work with CYBEX again”.

The most anticipated moment of the night was of course when the products were finally revealed. The iconic CYBEX PRIAM Lux Seat, PRIAM Carry Cot and frame, as well as the Aton Q from the award winning CYBEX infant car seat series and the 2.GO baby carrier all featured Jeremy’s signature wings and blended the angelic and the adult. Jeremy had also put his signature touch on a matching baby bag, foot muff as well as 2 limited edition items: a hat and a t-shirt featuring the capsule collection slogan “Adults Suck Then You Are One”. Of course, the CYBEX by Jeremy Scott PRIAM is also compatible with all our CYBEX accessories which includes the parasol, mosquito net, kid board, cup holder and skis!

The collection will be available at 10 Corso Como until the end of the year and starting from 2016 at selected retail stores worldwide. For more information, visit jeremyscott.cybex-online.com and sign up for the newsletter.