Baby<u>Style</u> 2021 COLLECTION













It gives me great pleasure to present to you the new BabyStyle Collection for 2021. It has been a really exciting year for us, where we have had the chance to perfect our new designs and bring them to life.

We have been innovating across our travel category and have some fantastic new launches to share with you. Whether you're looking for an easy compact folding stroller to fit into a busy lifestyle, a practical yet stylish full travel system for those family days out, or wanting to create a dreamy nursery for your little one, you're sure to find what you need.

Born in Britain and still family owned, we work tirelessly with the very best designers and manufacturers across the globe, to bring you both innovative and contemporary designs, along with some more traditional and classical looking designs.

Our mission is simple - to develop quality products that really have the wow factor, whilst never compromising on safety, comfort, affordability, functionality and style.

On behalf of everyone at BabyStyle, pictured here as little ones, I'd like to wish you all the best in your new parenting adventure, and hope you enjoy the new collection.

Alor

Andy Crane - CEO

1999



BabyStyle UK Ltd

Born in Leicestershire, BabyStyle UK was launched by father and son duo, which is still family run to this day.



2008

Prestige

With traditional strolling at its core, Prestige has a special place in the heart of BabyStyle. 2009

2012



Oyster

A hallmark for BabyStyle, now over a decade old, the multi award winning Oyster is renowned for its original designs and superior functionality.

Charnwood

The introduction of the Charnwood Nursery Furniture range added a new dimension to BabyStyle, offering a collection of high end furniture sets.

Over the last 22 years, BabyStyle has proven itself to be a favourite among independent and high street retailers, with over 300 stores selling to you in the

UK alone.

With a primary focus on strollers, nursery furniture and infant car seats, our brands have accrued significant industry recognition over the years, including Which? Best Buy awards.

Every year we work with our dedicated team and colleagues from around the globe to bring you new and improved products, with something for everyone.



CONTENTS



Oyster Zero Gravity | 08

Oyster Twin | 16

- Oyster3 | 20
- Infant Travel | 34
- Oyster Capsule Infant Car Seat | 36
 - Oyster Accessories | 46



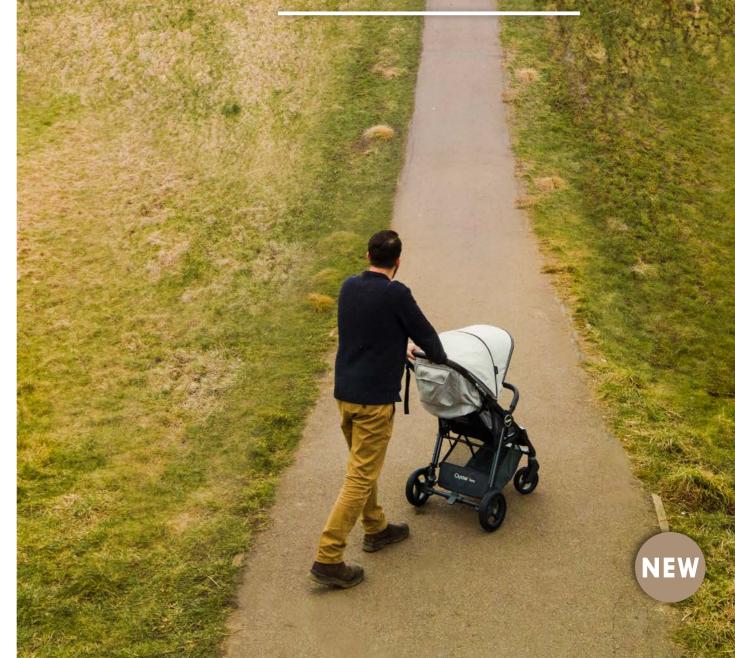
Zero Gravity

Gravity by name, Gravity by nature

With a new gravity fold, freestanding with just the click of two foot pedals, the new Oyster Zero Gravity is a perfect from baby to toddler stroller.



INNOVATION WITHOUT LIMITS



OYSTER ZERO GRAVITY





£299

New Gravity Fold

With the new easy gravity fold which freestands by itself, the new Oyster Zero Gravity is a perfect from baby to toddler stroller.

A lightweight stroller, with a super spacious and comfortable fully reclining seat, the Oyster Gravity Zero is a versatile from birth travel system or a perfect second stroller, suitable for children up to 22kg.

It features a new hub design and city grey chassis, new central brake pedal, a large canopy ventilation window and of course the new gravity fold. The Oyster Zero Gravity also features a 5-point padded safety harness and XL extendable hood (UPF 50+).

Weight - 8.5kg Folded - L 68, W 59, H 28cm Fully Open - L 87, W 59, H 104cm Seat - W 46, D 24, Full Recline - L 88cm Suitable from birth to 22kg Raincover included



Full Recline (suitable from birth)







With Car Seat

Zero Gravity | 13

FEATURES

THE COLLECTION





12

New Gravity Fold

Featuring the new gravity fold, which freestands by itself after clicking the primary lock and two foot pedals.



XL Extendable Hood

With UPF 50+ protection and a flipout reflective sun visor for extra shade.



MUSTARD



TONIC



Adaptable Travel System

Use from birth with the Oyster3 Carrycot or Capsule Car Seat (adaptors required).



Spacious Shopping Basket

Perfect for all those essentials, including a pocket for your raincover.



MERCURY



PEPPER

OPTIONAL ACCESSORIES

Carrycot

Adaptors £15

Oyster3 Carrycot

Suitable from birth to 9kg (approx. 6 months), the carrycot comes complete with mattress allowing little ones to stretch and grow in comfort.

Carrycot adaptors required. Raincover included.

£169



Oyster3 Changing Bag

A must have accessory, the Oyster Changing Bag co-ordinates with the stroller fabric perfectly.

£50

Footmuff

An essential matching accessory, the footmuff is designed to offer warmth and protection from the elements. Featuring signature fabrics, the footmuff also has a zip-up front which can be removed on warmer days.



£50

Multi Car Seat Adaptors

Convert your Oyster Zero Gravity into a travel system, using the multi car seat adaptors. Simply remove the bumper bar, fix to the chassis, click on Oyster Capsule Infant Car Seat and off you go. For more information see our **Infant Travel** section.





Oyster3 Carrycot

5-piece set

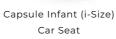
£549

SAVE £52 RRP **£601**



ESSENTIAL PACKAGE







Stroller

diand at

TUIN



Redefining Side By Side Strolling

With independent recline which is useful if one baby needs to sleep, the Oyster Twin can accommodate twins or close in age siblings.

OYSTER TWIN





Mercury

£299

Oyster

Uuster

A Sturdy Ride, Side By Side

Redefining side-by-side strolling, the Oyster Twin is ideal for families with close-in age siblings or twins. Optimising manoeuvrability, the Twin has an easy to manage chassis at just 76cm wide and lockable swivel front wheels.

Allowing parents to tackle difficult terrain, the Twin boasts all-round suspension along with puncture free tyres.

Ensuring the Oyster Twin is as practical as it is functional, there is a large storage basket, bumper bar and the fold and chassis weight is simply exceptional.

Weight - 9.5kg Folded - L 67, W 76, H 27cm Fully Open - L 90, W 76, H 100cm Seat - W 31, D 24, Full Recline - L 78cm Suitable from birth to 22kg (per seat) Raincover included



Lockable front

swivel wheels



Independent lie-flat

recline





Pepper

Double basket

Compact fold



the revolutionary **OUSTOR 3** by **Baby Style**

21

Everything Just Clicks

In a world where space saving engineering is key, the Oyster3 has been designed to make life easier with its exceptionally compact fold, with ergonomics and versatility central to the design brief, Oyster3 has the ability to grow with its passenger from birth to 22kg. New for 2021, the Oyster3 now comes with a pioneering magnetic buckle - see page 24.

Staying true to the BabyStyle way, intricate detail twinned with a fine selection of tones and fabrics for 2021, grant the Oyster3 glances of admiration wherever it goes.

With a fantastic range of accessories designed to enhance your strolling experience and packages that are designed around you, we are proud to present the revolutionary Oyster3 - which we firmly believe is now the best in class.



OYSTER3 STROLLER

£499





The Revolutionary Oyster3

The revolutionary Oyster3 folds with the seat attached in both directions making it practical and easier to travel with and to store.

Designed for growing kids, the Oyster3 is suitable from birth to 22kg and features a hood, harness and headrest that can be adjusted simultaneously to four height positions.

The extendable UV 50+ canopy has a flip-out sun visor and ventilation net which spans the curvature creating a nice cool breeze.

Oyster3 features a large shopping basket, puncture-free tyres and allround suspension for a smoother push.

Weight - 11.75kg Folded - L 71, W 57, H 37cm Fully Open - L 94, W 57, H 102cm Handle - 102cm - 112cm Seat - fully reclined L 85 x W 30cm Suitable from birth to 22kg Raincover included



Pram



Parent Facing

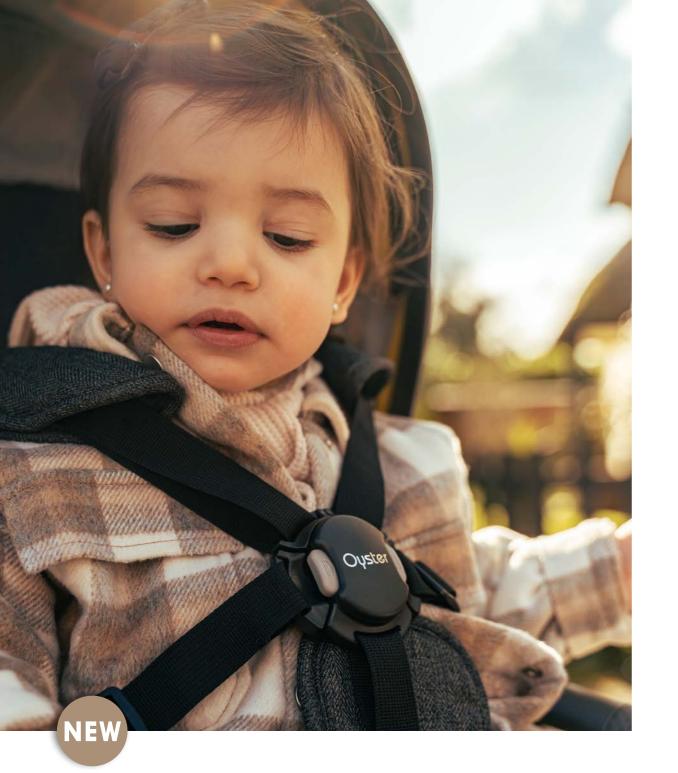




MUMS

World Facing

Travel System



Revolutionary Magnetic Buckle

The Oyster3 has always been a pioneer in the stroller market with its superb engineering and ease of use. But now making a parent friendly stroller, even friendlier, the Oyster3 comes with the all new revolutionary magnetic buckle, so you can effortlessly buckle your child in.

FEATURES



Lie-Flat Recline

The Oyster3 is suitable from birth with its lie-flat seat unit and also features an adjustable calf-rest for ultimate comfort.



Ultra Compact Fold

Having the ability to fold with the seat attached both parent and world facing, the Oyster3 also freestands.



One-Click Wheel Locking

Lockable swivel wheels for superior handling.



All Round Suspension

Featuring puncture free tyres and all round suspension, the Oyster3 has a smooth all-terrain push.





29 Oyster 3

EXCLUSIVE



SPRING / SUMMER '21 NEW

Exclusive to Independent Retailers, Vanilla is the first of our new seasonal colourways. Available in a Luxury or Ultimate Package only, the Vanilla boasts accents of a new waffle effect fabric, cocooned in a smooth seat and canopy.

Find out more about the Oyster3 Packages on page 30. .









Pram

Parent Facing

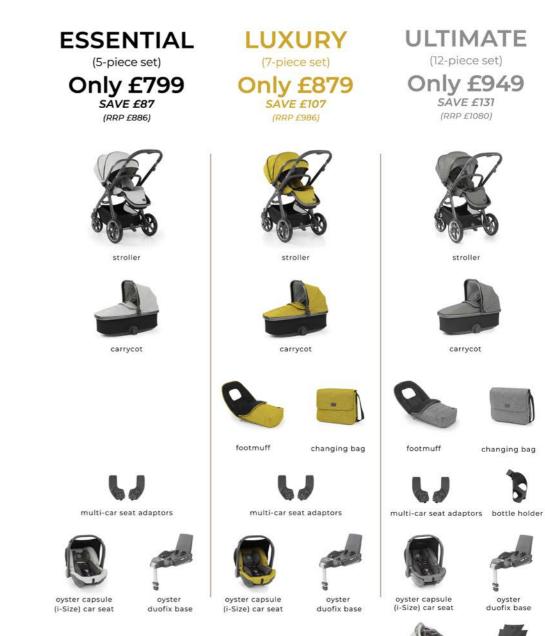
World Facing

Travel System



GRAPHITE COMING THIS AUTUMN / WINTER '21









the revolutionary Baby Style

Designed around modern living, our Oyster3 packages have got it covered offering parents everything they need for their new arrival, in all 8 colourways.

Competitive in value and advocating a real point of difference, there are three key options - the Essential Package (5-piece set), the Luxury Package (7-piece set) or the Ultimate Package (12-piece set).



car seat raincover



30



parasol

stroller lock reversible fur liner



OPTIONAL ACCESSORIES

Oyster3 Carrycot

Suitable from birth to 9kg (approx. 6 months), the carrycot includes a mattress allowing little ones to stretch and grow in comfort.

Raincover included.

£169

Oyster3 Changing Bag

A must have accessory, the Oyster Changing Bag co-ordinates with the stroller fabric perfectly.

£50

Oyster3 Footmuff

An essential matching accessory, the footmuff is designed to offer warmth and protection from the elements. Stitched from thermal and signature fabrics, the footmuff features an zip-up front which can be removed for warmer outings.

£50

Capsule Infant (i-Size) Car Seat

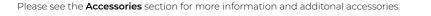
Suitable for use from 40 – 83cm (birth – 13kg), the Capsule (i-Size) car seat is designed to offer a safe and comfortable journey for infants.

> For more information please see the Infant Travel section.

> > £99

Oyster3 Ride-On Board





INFANT TRAVEL

Oustel

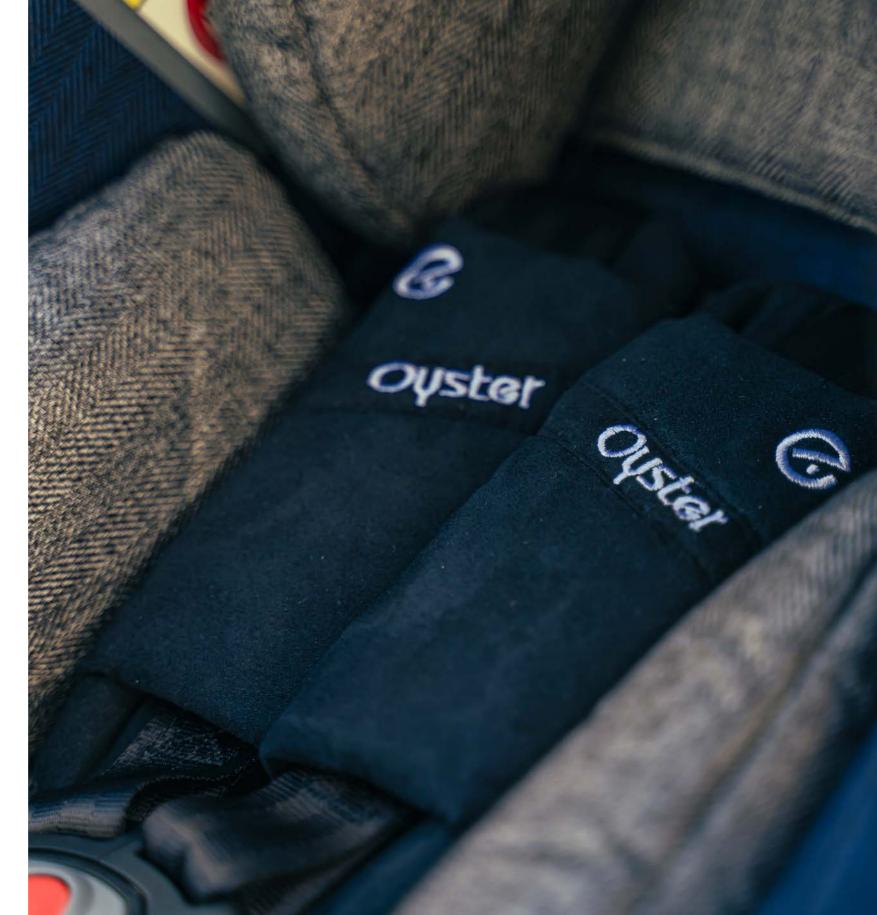
At BabyStyle we are delighted to offer a variety of Infant Car Seats, from our Oyster Capsule (i-Size) in matching Oyster fabrics - to our exclusive Maxi Cosi range.

From the car to a complete travel system, the 2021 range offers style, comfort and safety. 36 Oyster



By Your Side, All The Way

With an aptitude for developing quality products and a desire to offer consumers choice and value, BabyStyle are pleased to present the Oyster Capsule, designed to give a comfortable, secure and safe environment for your little one - the Capsule co-ordinates perfectly with the Oyster3 2021 collection.



CAPSULE INFANT CAR SEAT (i-Size)





£99

By Your Side, All The Way

Suitable from 40 to 83cm (birth – 13kg), the Capsule Infant Car Seat (i-Size) features a side impact defence system designed to protect your baby in the event of a side-on collision.

- Removable head & body hugger and wedge (ideal for low birth weight)
- Press adjust & a one-pull safety harness
- Shoulder & crotch harness pads
- Harness & headrest adjustment
- Sun canopy for shade
- Removable & washable cover.

The seat also has 'Click 'n' go technology' and features intuitive release buttons which allow the Capsule to be interchanged between the Duofix i-Size Base and the stroller.

Weight - 4.3kg Seat - L69, W44, H36cm With Duofix i-Size Base L75.5, W44, H47cm Suitable from 40 – 83cm Birth - 13kg, approx. 15 months



Optimal comfort, protection & safety performance from birth



Compatible with Duofix I-Size Base





Complete your Oyster Travel System



DUOFIX i-Size BASE

£100

For those just starting out, parenthood is a beautiful and wonderfully rewarding way of life; amongst all the exciting experiences ahead though there are some daunting ones, not least choosing the right car seats for your children.

CAR SEAT SAFETY

Belted VS ISOFIX

Always use a 3-point seatbelt if used in a road vehicle. This will keep the car seat secure during transit (unless it is being used in an exemplified circumstance for example in a taxi, on a bus or on an aircraft).

ISOFIX car seats usually also have fitting guides for 3-point seatbelts in the event a vehicle does not have ISOFIX points.

Can be clicked on to an ISOFIX base, which is in turn secured to the vehicle using ISOFIX points (usually found between the car seat and backrest).

A SECURE FIT

The car seat is physically attached to the vehicle and not relying on the inertia of the seat belt.

VEHICLES WITH ISOFIX

CLICK-ON/OFF

Most new vehicles are likely to have Isofix, but it is always best to check with the vehicle manufacturer.

properly.

Convenience for parents as using a seat belt can take time to fit

Our Role

Europe is leading the field in safe road travel, and as an active member of the British Baby Products Association, it is our responsibility to work with our peers to improve car seat safety.

What is i-Size?

Recognising the importance of correct muscular growth as well as the safety, security and comfort of a child during transit, i-Size is a measurement scheme that takes into account the height of a child (cm), as opposed to governing their suitability on weight (kg) alone.

Models are also tested to a higher level of safety and provide an increased level of protection around the head and neck area. The i-Size regulation also imposes mandatory rearward facing travel up to 15 months.

By September 2022, all new car seats must adhere to i-Size guidelines.



Designed to offer optimum safety performance, convenience and comfort, the Oyster Duofix i-Size is an Isofix base that is compliant with the latest regulations in European car seat safety (i-Size - ECE R129).

As an ISOFIX base offering click 'n' go functionality, the Duofix i-Size is easy to install and employs a red to green notification system to ensure a secure fit.

For stability, the base has an adjustable leg, which can be folded in for storage as well as a rebound bar which is designed to prevent upward movement and excessive pivoting in the event of a collision.

Closed - L 72, W 40, H36 cm Leg extension - 37 - 62cm Compatible with the Oyster Capsule Infant Car Seat (i-Size)



Compatible with Capsule Infant (i-Size)



Compatible with

Duofix I-Size Base



Complete your Oyster Travel System



MAXI COSI

Available when purchased as part of an Oyster Travel System Package.

MAXI COSI

Available when purchased as part of an Oyster Travel System Package.



Tinca

Tinca is an i-Size car seat which was designed for parents' convenience. Next to that, it's i-Size compliance guarantees safe car travels at any time. Available in Essential Black, pair with the Tinca Base for an easy-to-use Click & Go installation.

> Suitable from 45cm – 75cm Birth up to approx. 12 months

£135

Tinca Base

Maxi-Cosi's Tinca base is the perfect match with the Maxi-Cosi Tinca car seat, providing you with an easy-to-use Click & Go installation..

£119

Marble (including ISOFIX Base)

The all new Maxi-Cosi Marble is the best in comfort for your baby. By putting the Marble into a 157° near lie-flat sleeping position in or outside the car, your baby experiences maximum comfort all the way. Available in Essential Black with a dedicated ISOFIX Base.

> Suitable from 40cm – 85cm Birth up to approx. 13kg

Pebble 360

Looking for maximum comfort, convenience & safe travels, from day one? Discover the Maxi-Cosi Pebble 360 in Essential Black. The Pebble 360 can be used from birth up to approx. 15 months. It rotates super-smoothly and easily on the FamilyFix 360 base (sold separately) and can be turned around using only one hand.

The ergonomic carrying handle makes it easy for you to carry your baby wherever you go. So right from day one the Pebble 360 provides you and your baby with the maximum comfort, i-Size safety and convenience.

Suitable from 40cm – 83cm Birth - 13kg, approx. 15 months

£199

FamilyFix 360

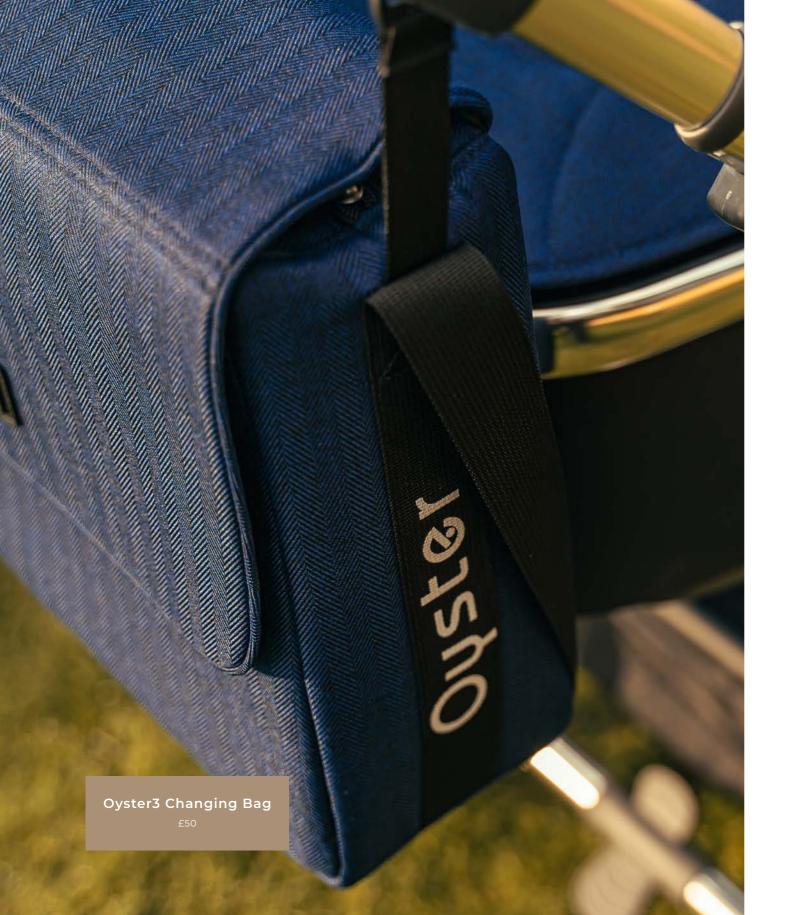
The FamilyFix 360 base has a smart built-in rotational system that enables compatible 360 car seats to be easily rotated using only one hand.

Compatible with Pebble 360

£199







ACCESSORIES

Oyster offers a wide selection of must-have accessories designed to enhance your strolling experience. Whether it is a matching footmuff to keep your little one snug and cosy in the cold, a ride-on board for that playful toddler, adaptors for your car seat or a travel cup and bottle holder, the Oyster Collection has it.

For comfort and style or convenience and storage, Oyster accessories are developed to work in perfect harmony with your stroller.

OYSTER3 ACCESSORIES

Carrycot

Suitable from birth to 9kg (approx. 6 months), the carrycot comes complete with a mattress allowing little ones to stretch and grow in comfort. A protective nest, the carrycot can be affixed and ergonomically detached from the chassis with ease. it also has a rocking base with stabiliser feet.

> Compatible with the Oyster3 and Oyster Zero Gravity (adaptors required). Weight 6kg. Raincover included.

> > £169



CHERRY



RICH NAVY



MUSTARD



TONIC



CAVIAR



PEPPER



MERCURY on city grey chassis



MERCURY on mirror chassis



Changing Bag

A must have accessory, the Oyster Changing Bag co-ordinates with the stroller fabric perfectly. Includes: chassis hooks for hanging the bag, a wipe-clean changing mat and multiple compartments for essentials.

Compatible with the Oyster3 and Oyster Zero Gravity chassis.

£50



CHERRY

RICH NAVY



MUSTARD



TONIC





CAVIAR

PEPPER



MERCURY

OYSTER3 ACCESSORIES

Oyster3 Footmuff

An essential matching accessory, the footmuff is designed to offer warmth and protection from the elements. Stitched from thermal and signature fabrics, the footmuff features an zip-up front which can be removed for warmer outings.







CHERRY

£50

MUSTARD



TONIC



CAVIAR



PEPPER



MERCURY

OYSTER3 ACCESSORIES

Ride-On Board

Designed for those toddler siblings who want to come along, the Ride-on Board is a great addition to the stroller. Clasping on to the rear axle, the board can be folded away when not in use.





Providing soft and cosy lining on cooler outings and a quilted side for warmer days, the fur liner is a must-have. Made from ultra soft-touch fabrics, the liner features slits enabling easy threading for the stroller harness.

£40

Parasol

Great for bright sunny days, whether keeping little ones cool in the summer or shaded from the lower winter rays.

£25

Insect Net

Provides essential protection for little ones on warm days, keeping those little irritants out. Simply click-on under the calf-rest, stretch over and secure.

£12.50

Multi Car Seat Adaptors

Convert your Oyster3 pushchair to a travel system. Simply fix to the chassis, click on your infant car seat and stroll away.













OTHER ACCESSORIES

COMPATIBLE WITH OYSTER3 & OYSTER ZERO GRAVITY



52



Oyster

Bottle Holder

A handy little accessory designed to hold a baby bottle/drink. Attaches to the outside hook on the stroller handle.

£7.50

Travel Cup

Perfect for parents on-the-go. Compatible with the Oyster Bottle Holder.

£7.50

Oyster Lock A combination lock designed to secure your stroller, changing bag, handbag or shopping.

£6.95

Sunshade An alternative for keeping the sunshine at bay. Clips to the canopy.

Travel Bag

A large capacity rucksack style bag designed to hold a stroller and accessories when travelling. Has a carry handle and adjustable padded shoulder straps.

£10











