

mima
elegance reimagined



creo

Retailer
Presentation

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creo

BELIEVE IN RESPONSIBLE DESIGN



Watch here

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creo Story

“Believe in responsible design” Our new stroller **mima creo** is called as such because we firmly believe in creating a new vision for contemporary pushchairs.

With cutting-edge lines, shapes, adornments and eco-conscious materials, **mima creo** is redefining the ethos of the stroller.

The mima Philosophy

Since its inception in 2009, **mima** has been known as one of the most elegant childcare brands on the market; flaunting fashion-forward design and attention to detail.

mima is driven by a passion for design, care, and love. Our mission is to create not only useful, but meaningful, products that evoke emotions and make a personal connection with our customers. That's why we are defined by these keywords:

'elegance reimaged'

mima Values

ELEGANCE: mima offers a lifestyle that exudes grace, sophistication and refined beauty. Simply put, we offer elegance.

DESIGN: mima prioritises a harmonious balance between aesthetics and design, and creates products that are not only functional but also visually appealing.

INNOVATION: mima strives to be at the forefront of design and technology in the childcare industry, introducing new features and materials that set our products apart from the competitors. It is about finding improved ways of fulfilling needs and desires. Design would be senseless without innovation.

QUALITY: mima focusses on producing quality products that use premium, long-lasting materials to ensure that they are safe and reliable.

mima Identity

As one of the most innovative childcare brands in the market, **mima** focusses on elegant product design for fashion-forward parents.





Target Consumers

mima primarily targets urban, fashion-forward parents who value both aesthetics and functionality in baby and children's products.

Their stylish designs and attention to detail make their products popular among parents who want to maintain a modern and chic lifestyle while caring for their children.

mima Products



xari

Elegance embodied

The signature **mima** stroller. Our award winning, leather look stroller, a firm favourite for over a decade.



zigi

For refined globetrotters

A compact travel stroller for contemporary parents on the move.



moon

Surprisingly different

An innovative seating solution that grows along with your child, from reclined newborn lounger to high chair to junior chair.



zoom

Colour your ride

A lightweight balance bike with iconic **mima** style.



xari max

Maximum possibilities

A larger seat for taller children, adorned with the same elegant material as the classic **mima xari**.



creo

Believe in responsible design

A fresh take on the timeless **mima** style. Sustainable, recyclable and with smart features - the new **mima** stroller is unique. Ideal for eco-conscious parents seeking an extraordinary, eco-friendly choice.

Comparison



xari

The classic **mima** stroller: the iconic model. For fans of elegant style and showstopping strolls.



xari max

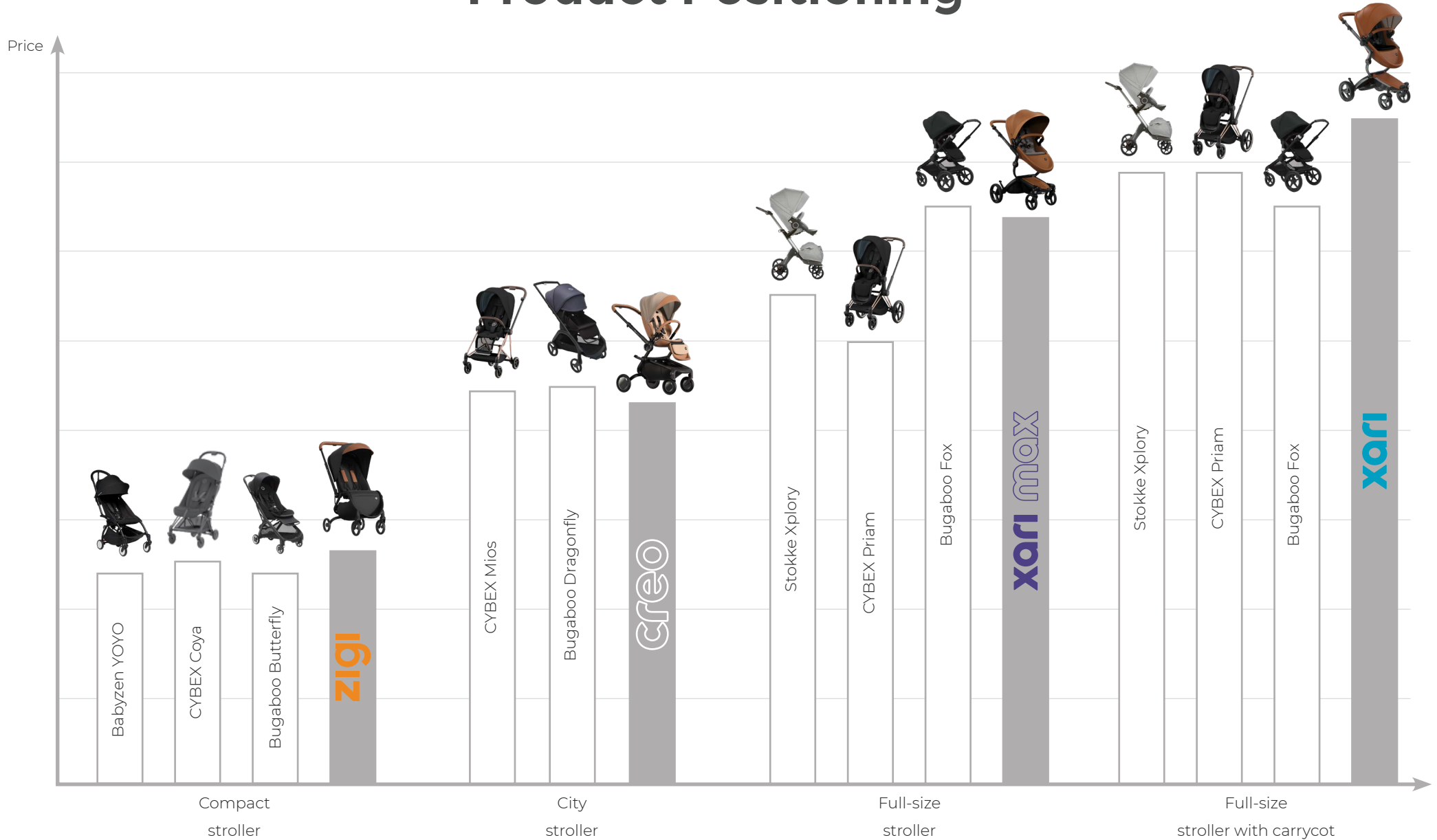
For parents who will use their pushchair longer and want their **mima** with a modern twist.



creo

Smart materials, nifty functions and high design - the new **mima** stroller for environmentally conscious parents.

Product Positioning



Introducing creo

A distinct and versatile pushchair, suitable from newborn up to 22 kg, adorned with pioneering *PHS* material, which offers an elite, faux leather finish rivalling the grandeur of genuine leather. Extra smooth handling, a full recline, chrome-capped wheels and an innovative harness system are finished with elite style and panache to create a product that is not only visually aesthetic, but highly functional.



Sustainability

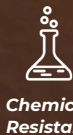
The **mima creo** stroller is designed for the future, a green future. It features carefully chosen materials and processes for a carbon footprint 25% lower than average stroller. It's easily recyclable, with efficient disassembly and a patented *PHS (Polymeric Hybrid System)* seat that offers functionality, strength, and safety. The seat, made of eco-friendly polypropylene, can be ground up for recycling without disassembly, setting an industry first.



+ SUSTAINABILITY

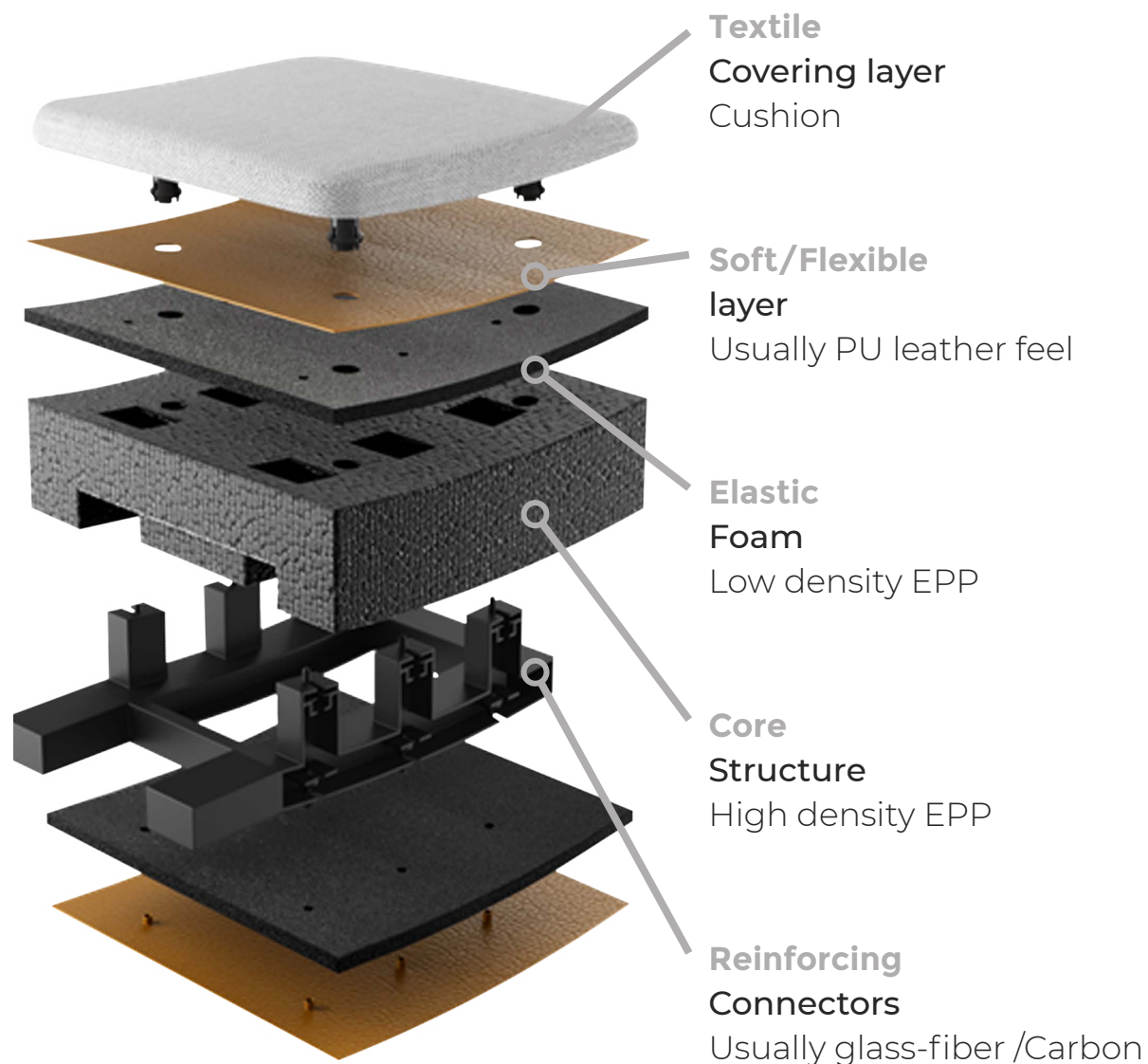


+ DURABILITY



+ PERFORMANCE





New Material

The patented *PHS* material remains aesthetically pleasing while being recyclable, durable and lightweight. This material of layered *PP* is **an innovation in the stroller world**. It is also anti-bacterial in that it receives no chemical treatments or additives.



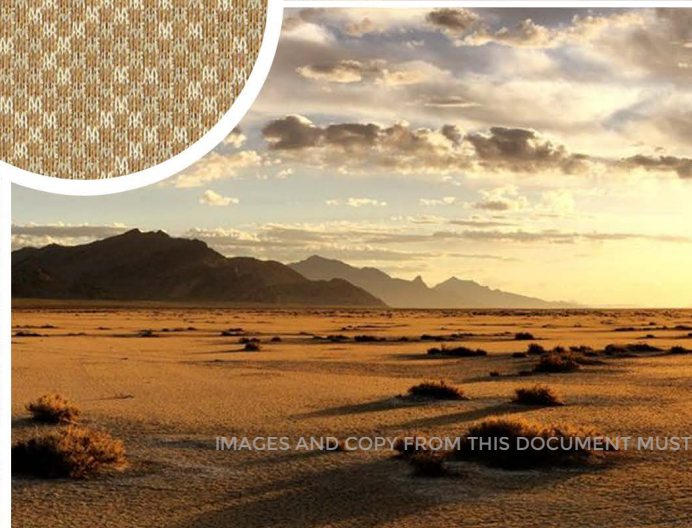
Mocha



Black
(coming soon)



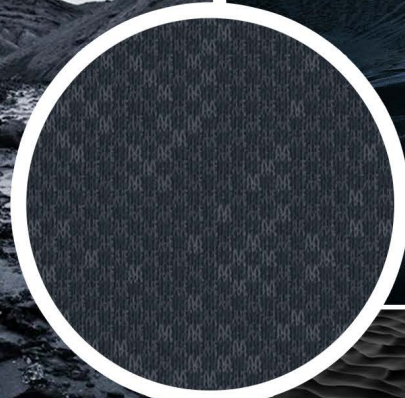
MOCHA



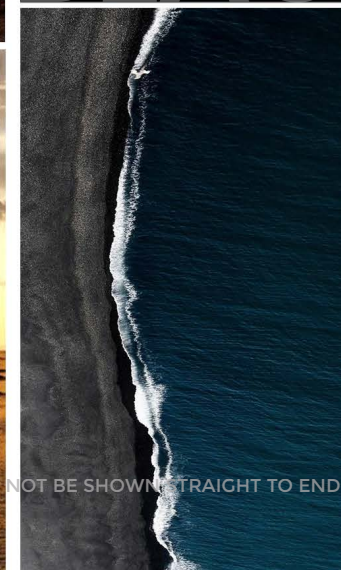
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Inspiration



BLACK



creo

Optimum & Responsible Design

*Innovative, recyclable materials
used for the first time in the stroller
industry.*

The **mima creo** produces carbon footprint 25% less than the average stroller due to the lightweight materials specifically chosen to be more environmentally friendly.



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Focusing on Elegance

Raising the bar in style and design

Clean and sophisticated with chrome details and a chic, leather look finish, **mima creo** redefines contemporary pushchairs with eco-conscious materials.

Harmony & Dynamics

Automatic, compact fold

Dynamic, modern, and infused with a sporty allure, **mima creo** captivates families seeking a cutting-edge twist without compromising the renowned, elite style and sophistication synonymous with our brand.





Innovation

Distinct & Versatile

- Unique and effortless harness adjustment system.
- Providing ease-of-use while keeping baby exceptionally safe.

Twist Click & Go

Highlights

- We are not merely creating beautifully elegant baby products; we are crafting a philosophy - a philosophy of elegance.
- Pioneering the use of *PHS* material adorned with leatherlook layering - a first in the stroller industry. We are always hot on the heels of new designs and materials and steer clear of wrinkled fabric seats and cheap plastic backrests.
- **mima creo** is recyclable, durable, and lightweight and embodies our dedication to elevating design while embracing responsibility and upcycling.
- Unique and effortless harness adjustment system and magnetic harness buckle providing ease-of-use while keeping baby exceptionally safe.
- Automatic folding. The automatic folding seat unit snaps shut in mere seconds .
- Fully reclined seat. Perfect for comfortably snoozing on the go.

creo

Technical Information



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Technical Information

	Dimension		Weight	
	<i>inch</i>	<i>cm</i>	<i>lbs</i>	<i>kg</i>
Chassis with seat (unfolded)	31.3 x 23.3 x 43.3	79.5 x 59.1 x 110	28.1	12.8
Chassis with seat (folded)	27.6 x 23.3 x 29.3	70 x 59.1 x 74.5	28.1	12.8
Seat only	25.3 x 16.5 x 11.9	64.4 x 42 x 30.1	12.9	5.9
Chassis only (unfolded)	31.3 x 23.3 x 36.8	79.5 x 59.1 x 93.5	15.2	6.9
<i>*height depends on handle bar setting</i>	31.3 x 23.3 x 38.4	79.5 x 59.1 x 97.5		
	31.3 x 23.3 x 39.8	79.5 x 59.1 x 101		
Chassis only (folded)	23.3 x 13 x 27.4	59.1 x 33 x 69.7	15.2	6.9
Chassis without wheels	30.3 x 20.9 x 36.2	77 x 53 x 92	10.8	4.9
Wheels only (2 front + 2 rear)	10.2 x 3.1 x 2.8	26 x 8 x 7	4.4	2
	8.3 x 8.3 x 4.7	21 x 21 x 12		
Chassis with carrycot	31.3 x 23.3 x 36.8	79.5 x 59.1 x 93.5	23.4	10.6
Carrycot only (without canopy)	30.3 x 16.5 x 7.7	77 x 42 x 19.5	6.9	3.1
Carrycot only (with canopy)	30.3 x 16.5 x 18.5	77 x 42 x 47	8.2	3.7
Handle bar	14.1 x 12.6 x 1.4	36 x 32 x 3.5	-	-
Basket	-	-	0.2	0.5



Technical Information



✓ **creo** can be folded with the seat attached (in an upright position and facing forwards)



✗ **creo** cannot be folded in the parent facing position or while carrycot is attached!

Technical Information





Chassis and basket cover
(with 2 front and 2 rear wheels)



Raincover



Seat
(with canopy and seatpad)

What's Included

All in *one* box.



Key Features

- *UV 50+* canopy fabric, providing superior sun protection.
- Patented harness regulation and magnetic harness buckle providing ease-of-use while keeping baby exceptionally safe.
- Designed for children from birth with the purchase of the **creo** carrycot.
- Seat unit suitable for children weighing up to 22 kg.
- One hand operation footrest.
- Effortless compact fold for enhanced convenience.
- *EVA* puncture-proof wheels ensuring a smooth ride.
- Flexible seat orientation, enabling exploration or parent-facing interaction.
- Foldable handlebar with a sophisticated telescopic system.

Main Functions

Automatic folding

Fully reclined seat

Long seat to accommodate tall children

Large basket with magnetic basket cover

Magnetic Safety Harness

New seat system

Extendible canopy for partial or full shade

creo

Automatic Folding

Achieve a compact fold with the flick of a wrist. The automatic folding seat unit snaps shut in mere seconds.



Fully Reclined Seat

Perfect for comfortably snoozing on the go.



Footrest adjustment is an easy to use, one-hand operation.

Seat can be front and parent facing.

creo

Easy to adjust the harness position.

H: 11.9"
H: 30 cm

Long Seat to Accommodate Tall Children

Suitable for children up to 22kg.

Large Basket with Magnetic Basket Cover



The cover can stay open to create extra storage space.

Large opening at the front makes it very easy to access. Additionally, when the cover is open, it creates even more space.



creo

Magnetic Harness Buckle



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New Seat System

Take comfort from the extra safety feature to ensure a proper seat connection with the chassis.



Locked

Unlocked

creo

Extendible Canopy for Partial or Full Shade

With UV 50+ canopy fabric, mesh flap and peek-a-boo window.

Emphasis ventilation



creo

Carrycot



Carrycot



Carrycot with apron¹

Canopy²

Chassis²



Carrycot raincover¹



Carrycot mosquito net¹



¹Carrycot with apron, carrycot raincover and carrycot mosquito net are sold separately.

²Canopy and chassis are included with the seat.

Car Seat Adapter

Enjoy a seamless transition from car to stroller and vice versa.

USA/Canada:

Maxi Cosi Mico XP / Luxe+
 Maxi Cosi Coral XP
 Nuna Pipa next
 Clek Liing

Rest of world:

Besafe iZiGo
 Besafe iZiGo Modular
 Maxi Cosi Mico / Max
 Maxi Cosi Coral 360 /XP
 Maxi Cosi CabrioFix
 Maxi Cosi Pebble pro
 Cybex Aton M
 Cybex Cloud Z / Q



Car seat adapter*



*Sold separately

Accessories



Footmuff*



Trendy changing bag



Blankets



Parasol (with clip)



Car seat adapter*



Cup holder (with clip)






Mosquito net*



*Only fits **creo**

How to Care for creo

Cleaning the seat

Clean using a damp cloth and a mild cleaning agent. Baby wipes work perfectly. The carrycot mattress and seat unit shoulder pads can be removed and hand washed in accordance with the following guidelines:

-  Maximum temperature 30°C
-  Do not use bleach
-  Do not tumble dry
-  Do not iron
-  Do not dry clean

-  Follow these steps regularly in order to keep the prams in perfect condition.
-  The fabrics and plastics are highly resistant, but excessive sun exposure can cause discolouring.

Cleaning the chassis

Wash off sand and salt residue after going to the beach. Remove excess dirt and then clean with damp cloth and a PH neutral cleaning agent.

Lubrication of moving parts

Periodically lubricate the wheels, the hinges and other sliding parts using an oil or silicone based lubricant.



creo

Marketing

Eco-friendly materials meet **mima** elegance

Keywords

Dynamic
Effortless compact fold
Elegance Creativity
Puncture-proof wheels
Contemporary design Distinctive
Lightweight Versatile
Optimum comfort
Elegance
Faux leather finish
Metal trims
Future stroller
Patented features
Creativity
Puncture-proof wheels
Harness system Stylish
Sporty allure Earth tones
Effortless compact fold Avant-garde
Optimum comfort
Patented features
RECYCLABLE

Unique Lightweight
Textured softgoods
Faux leather finish
Harness system
Dynamic Eco-friendly
Distinctive Creativity
Puncture-proof wheels
Creativity
Effortless compact fold
Patented features
Earth tones
Metal trims
Avant-garde
Sporty allure
Optimum comfort
Versatile
PHS material
Textured softgoods
Stylish

Stylish **Unique**
Optimum comfort
Earth tones FUTURE STROLLER
Sporty allure Upcycling Modern
Creativity Dynamic
Avant-garde **Lightweight**
Versatile Puncture-proof wheels
Textured softgoods Patented features
Sustainability EFFORTLESS COMPACT FOLD
Faux leather finish **Recyclable**
Elegance
Creativity
Sporty allure Metal trims
Effortless compact fold
PHS material Versatile
Dynamic

Eco-friendly
Effortless compact fold
Patented features
Puncture-proof wheels Avant-garde
PHS material Distinctive **Harness system**
Faux leather finish
Upcycling Contemporary design
Textured softgoods
Modern Future stroller
VERSATILE **Dynamic**
Unique Lightweight
Avant-garde Earth tones
Modern
CREATIVITY
Recyclable Eco-friendly
Effortless compact fold
PHS material Versatile
Metal trims Earth tones
Sustainability



Unique Selling Propositions (USPs)

- Unparalleled elegance and creativity in the childcare sector.
- Cutting-edge twist without compromising style and sophistication.
- Vibrant energy brought to life through precise handling.
- Dramatic blend of colour and material inspired by natural landscapes.
- Use of *PHS* material with faux leather finish, offering a luxurious look and recyclability.
- Innovative harness system with ease of use, detachability, and potential upcycling.
- Wide range of features for maximum safety, comfort, and convenience.
- Emphasis on eco-conscious design and lightweight materials.



Marketing Materials

Media

Lifestyle photo
Founder video
Marketing video
Instruction video
Repair video
Creative Image

Prints

Brand book
Customer catalogue
Postcard
Banner
Hang tag
Store display guide

Social media

Website
Facebook
Instagram

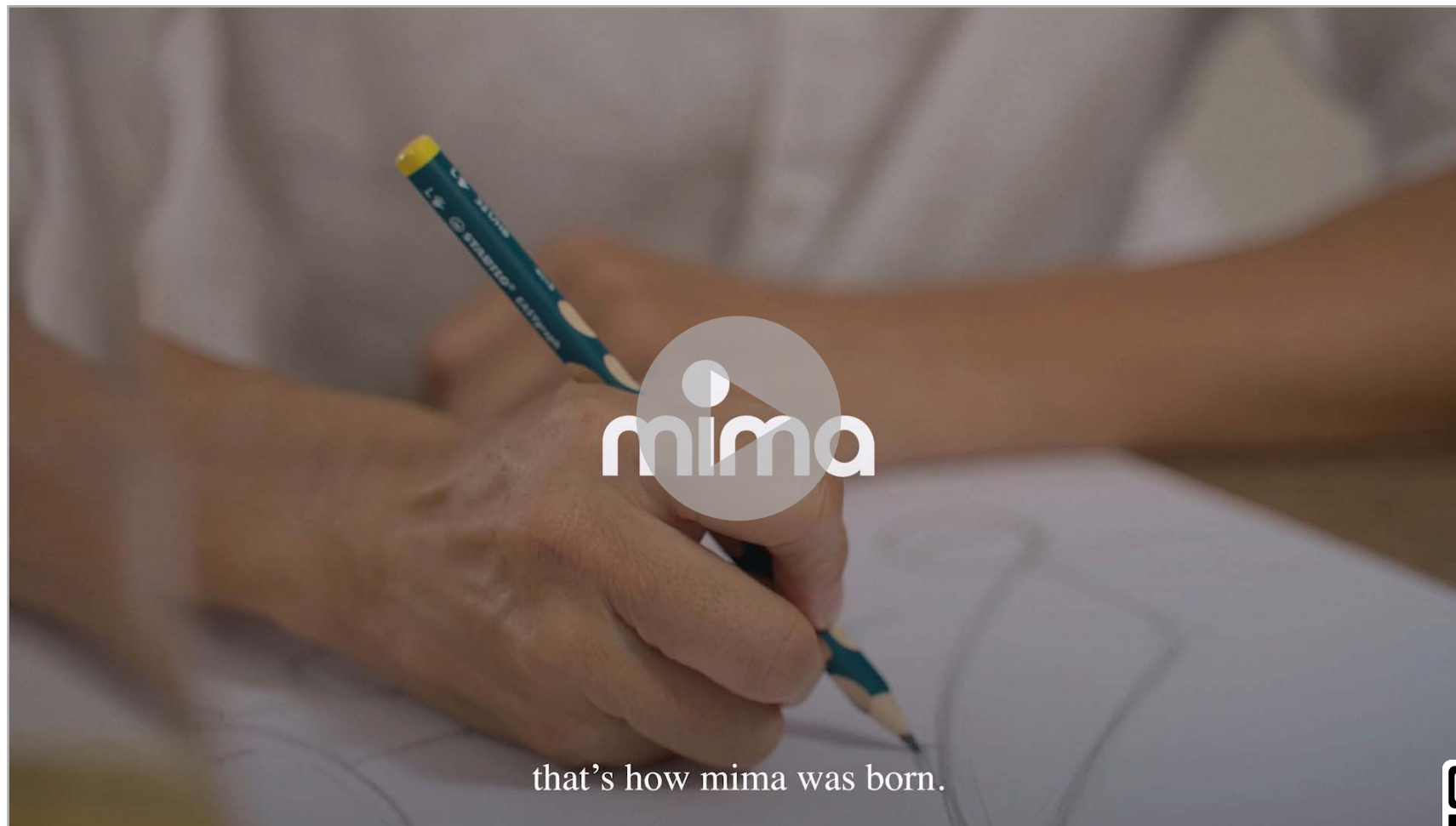
Lifestyle Photo



Download here

Founder Video

Founder video (4.42 min)



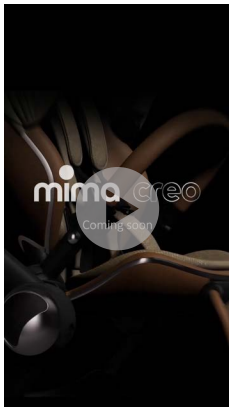
16:9



Watch here

Promo Video

Pre-teaser (19 sec)

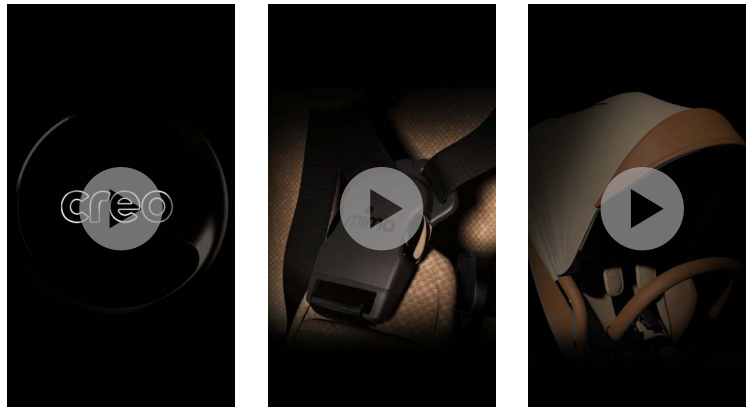


9:16



Download here

Teaser (10 sec)



9:16



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Trailer (1.07 min)



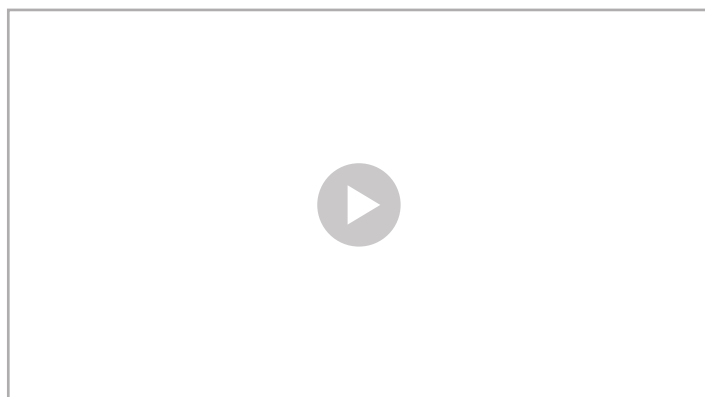
16:9



Download here

Promo Video

Lifestyle (x.xx min) **In production*



16:9



Download here

Reel - mocha (16 sec)



9:16



Download here

Reel - black (15 sec)



9:16



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Instruction Video

creo instruction video (12.12 min)

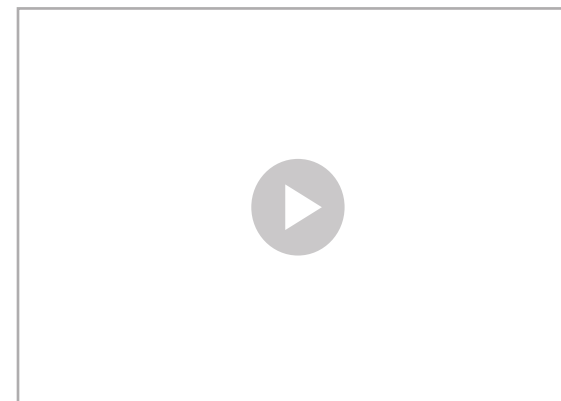
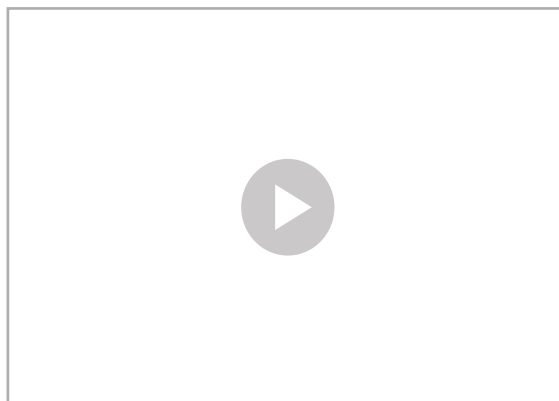
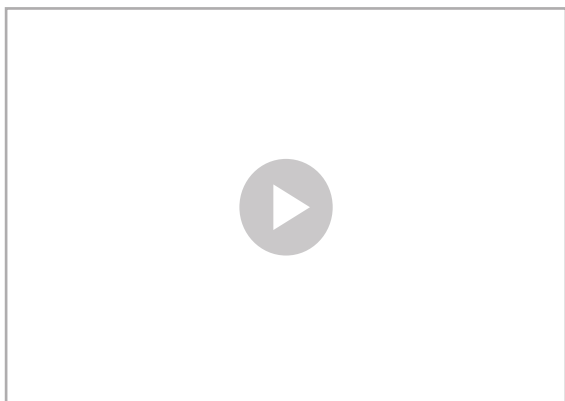
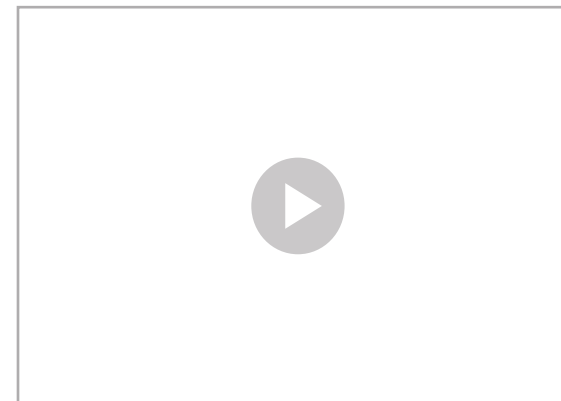
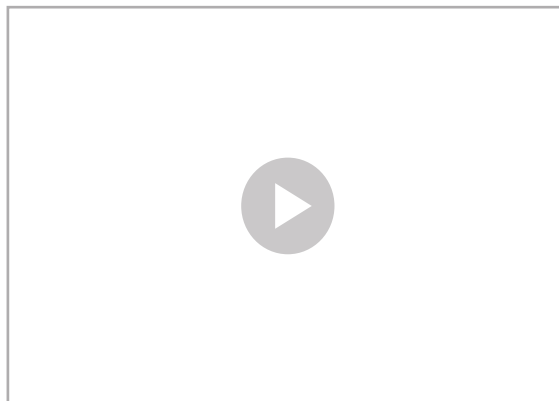
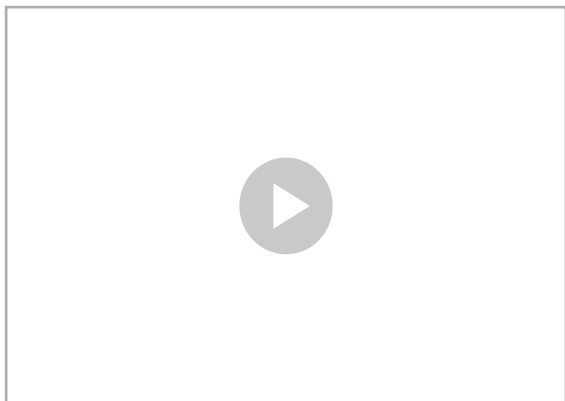


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16:9

Repair Video

**In production*



**Onedrive link
(in production)*

Download here

Creative Image



[Download here](#)

Brand Book

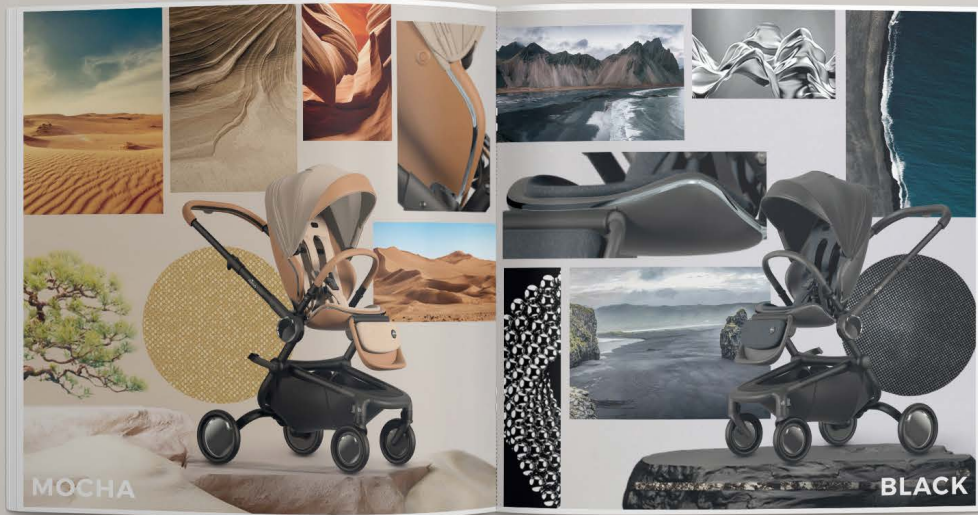
**In production*



**Onedrive link
(in production)*

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Customer Catalogue



SUSTAINABILITY

The **mima creo** stroller is designed for the future, a green future. It uses carefully chosen materials and processes to achieve a carbon footprint 25% lower than the average stroller. It's easily recyclable, with efficient disassembly, and a patented PHS (Polymeric Hybrid System) seat that offers functionality, strength, and safety. The seat, made of eco-friendly polypropylene, can be ground up for recycling without disassembly, setting an industry first.

SUSTAINABILITY	
 Fully Recyclable	 Upcycled Waste
DURABILITY	PERFORMANCE
 Abrasion Resistant	 Light & UV Radiation Resistant
 Flame Resistant	 Lightweight
 Light & UV Radiation Resistant	 Easy to Clean
 Soft Touch	

mima
elegance reimagined

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info@mimakids.com

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Technical Catalogue



Download here

Postcard



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Banner



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Hang Tags



“Believe in responsible design”

Optimum & Responsible Design
Innovative, recyclable materials used for the first time in the stroller industry

Focusing on Elegance
Clean and sophisticated with chrome details and a chic, leather look finish

Raising the Bar on Style & Design
Easy harness regulation and magnetic buckle

Harmony and Dynamics
Automatic, compact fold

Fully Flat Recline
Snooze on the go

Wheels
Excellent manoeuvrability with added pizzazz



Mocha
 (available)

Black
 (coming soon)

What's included



Seat
 (with canopy and seatpad)



Chassis and basket cover
 (with 2 front and 2 rear wheels)



Raincover

Accessories



Footmuff



Mosquito net



Carrycot*



Car seat adapter

Use stroller from birth with the purchase of the **creo carrycot.*

For more information



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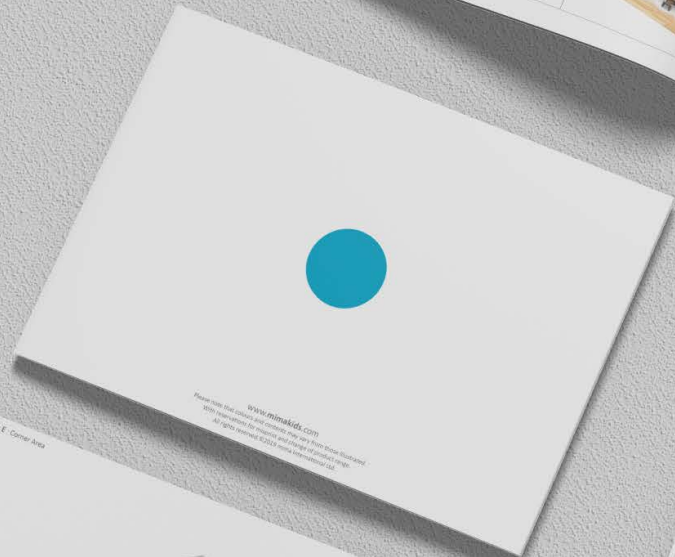
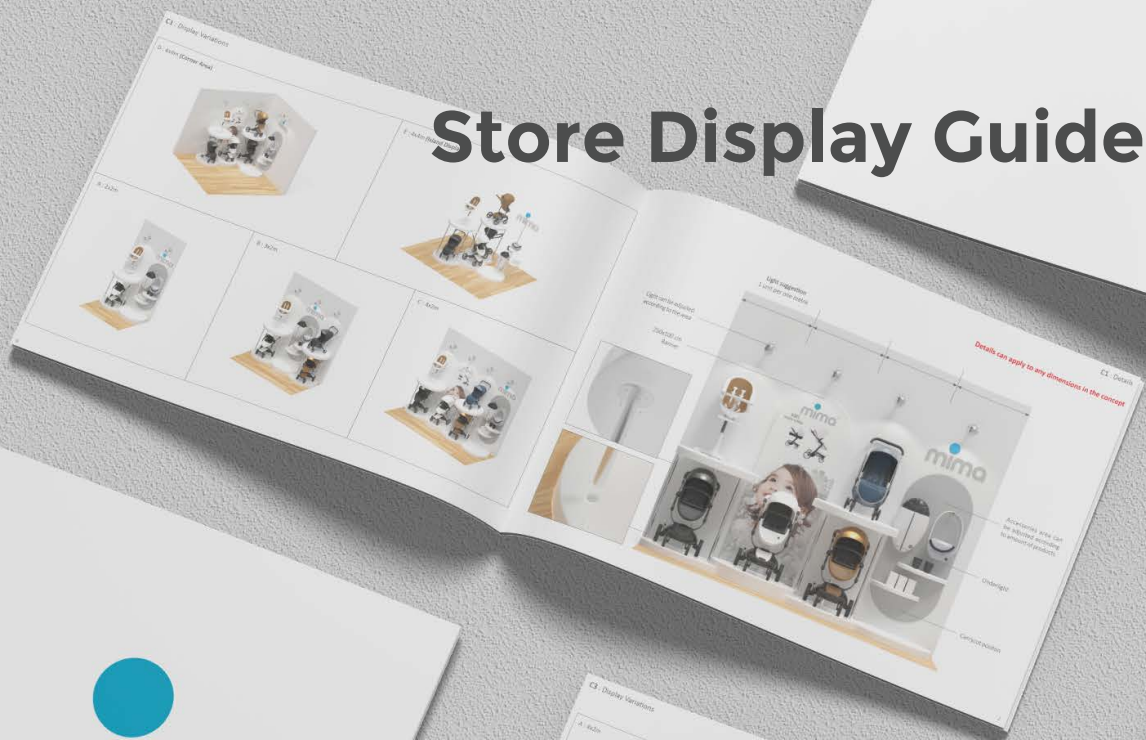
Store Display Guide



Special care should be taken when choosing retailers to stock **mima** and checking how the brand is presented in-store. We are therefore delighted to present **mima** displays in shops as well as retailers in department stores.

If you have any other proposals please do not hesitate to communicate with the **mima** marketing team for support.

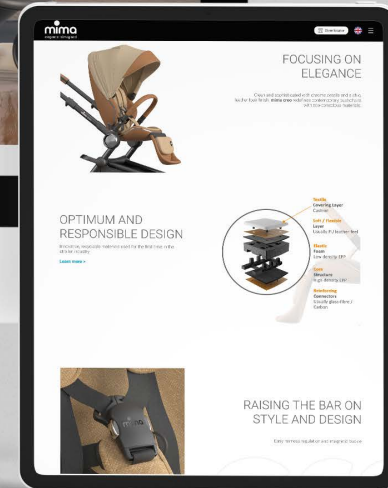
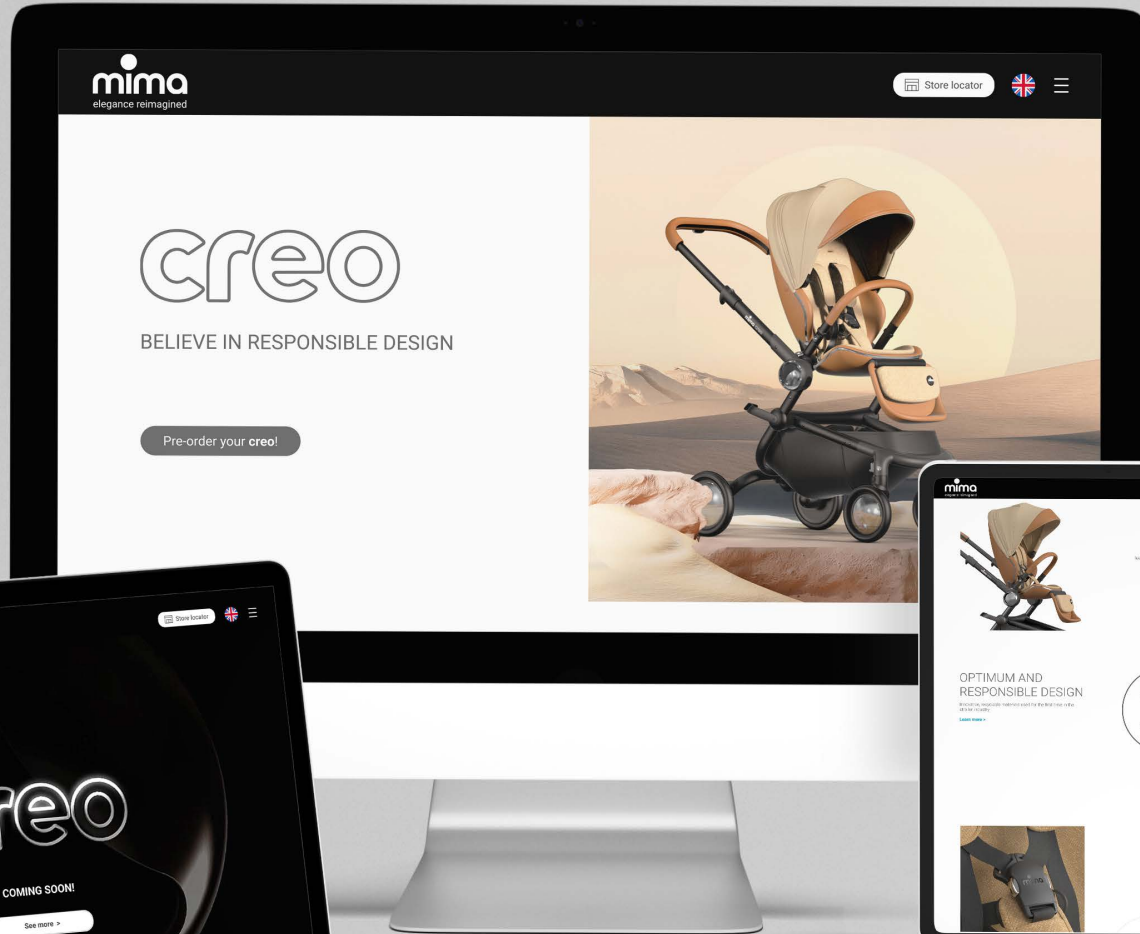
We hope that the **mima** Store Display Guide helps retailers plus these displays and that it provides a great way to promote **mima** in 2019! Our tenth anniversary!



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Website

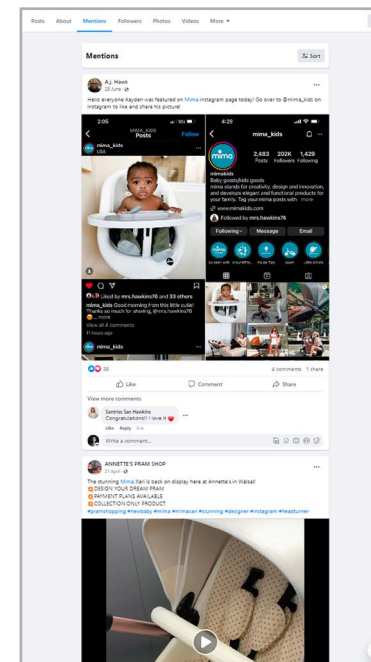
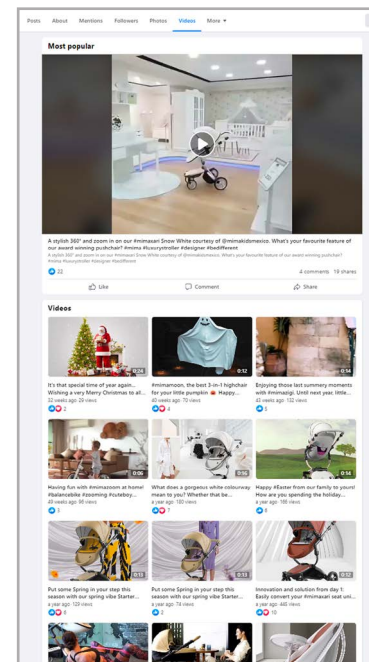
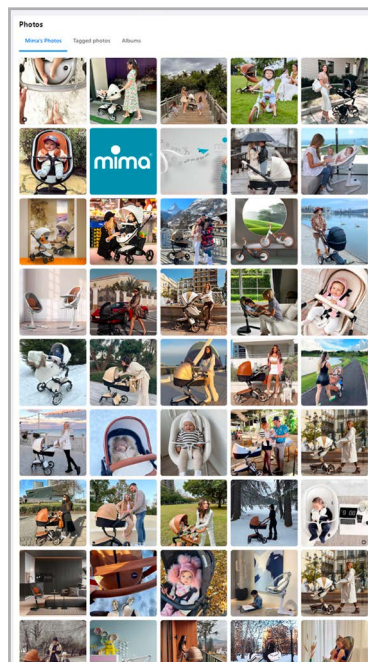
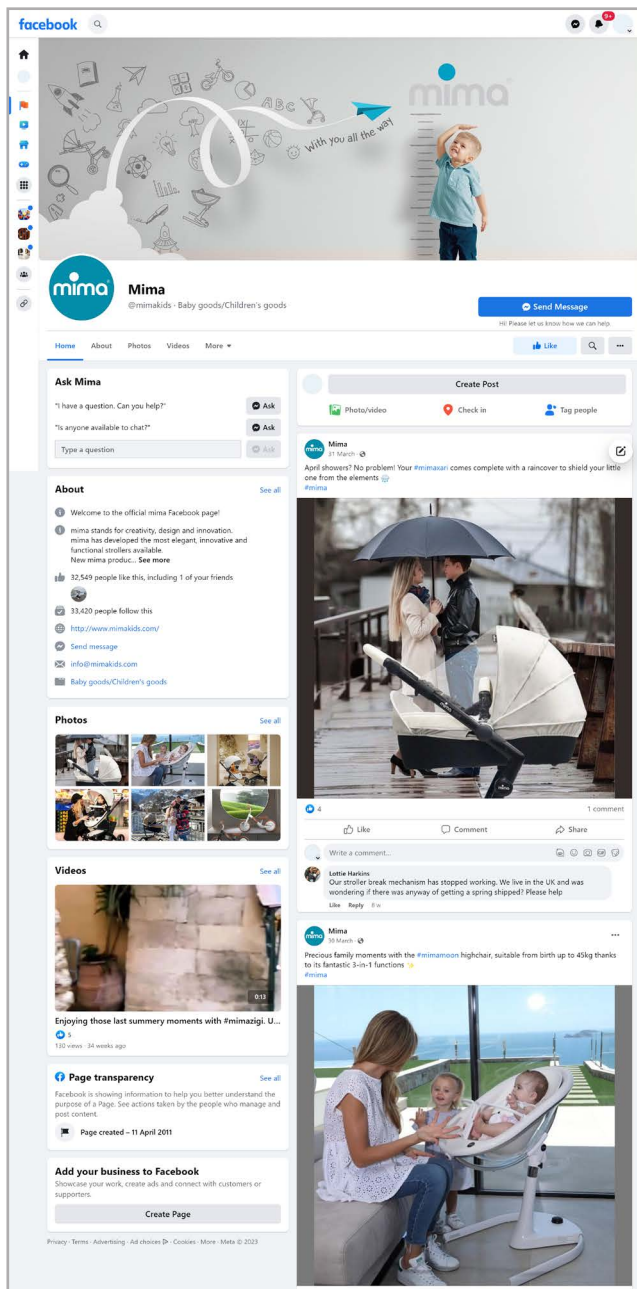


Visit us!

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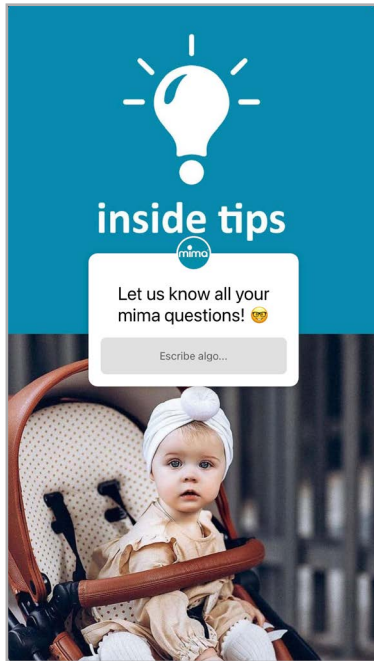
Social Media

Post on Facebook with photos and videos from our archive.

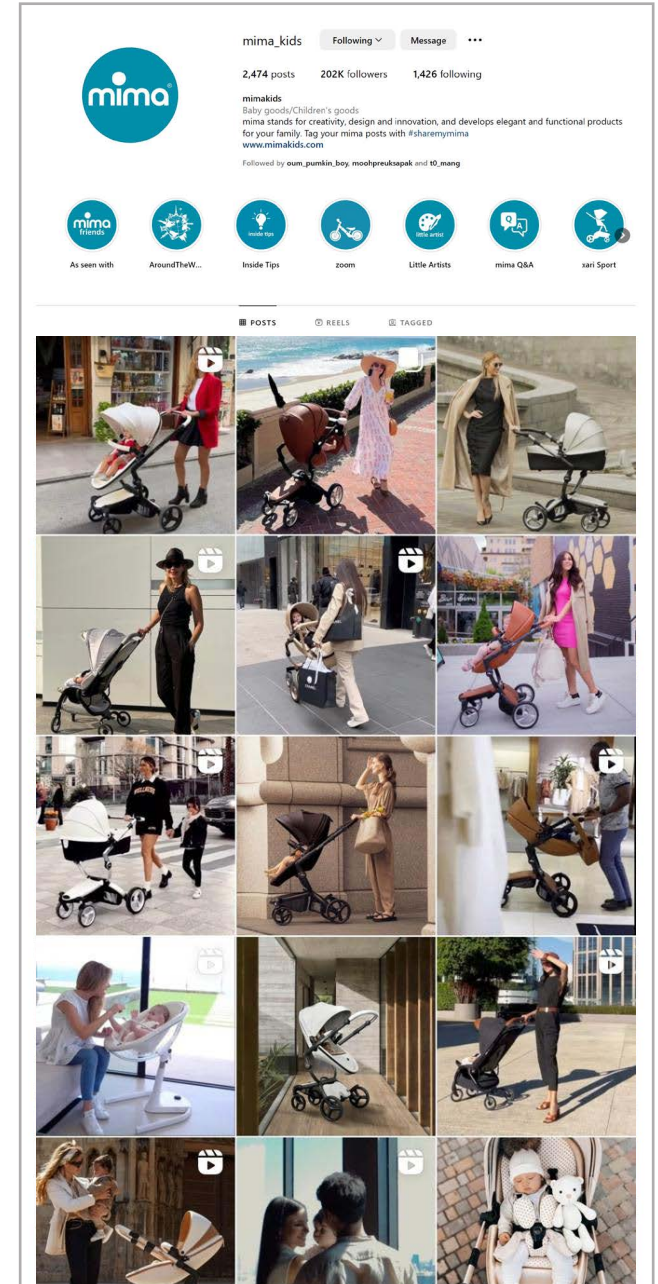


Social Media

Post on *Instagram* with photos and videos from our archive.



Instagram



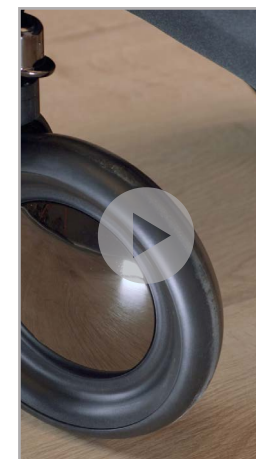
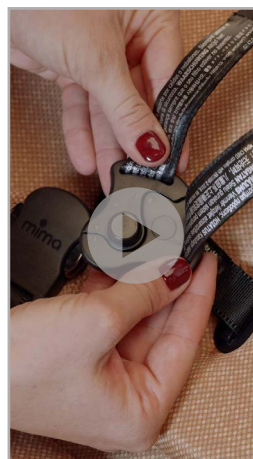
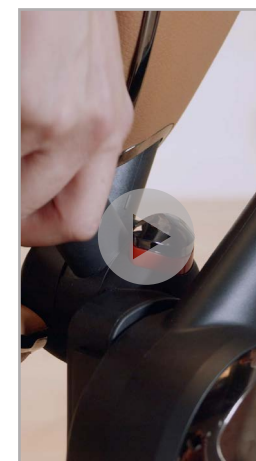
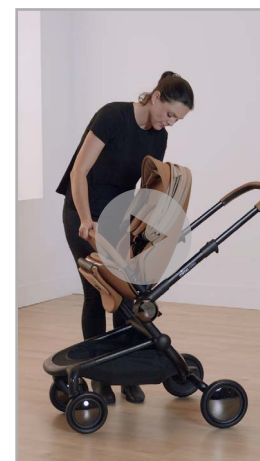
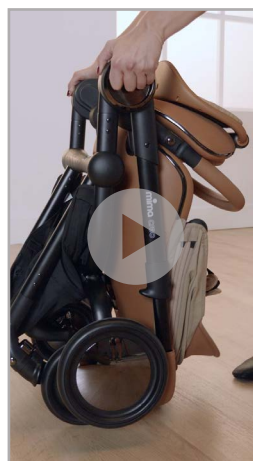
Inside tips (average 30 sec - 1 min)



9:16

Tips and Tricks

Post on *Instagram* with instruction reels.



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creo

We hope you agree...that we've **CREATED** something spectacular

mima
elegance reimagined



creo

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