



Media information  
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**Perfectly contoured for a more memorable fit...**

*Go Travel launches the new Memory Dreamer travel pillow in a rainbow of colours.*

A travel pillow that is perfectly tailored for personal comfort, the new, super-supportive Memory Dreamer from worldwide accessory leader, Go Travel, combines deluxe memory foam with an elasticated front closure for a truly individual fit. Arrive feeling relaxed and fully refreshed, the unique design is gradually tapered at the rear allowing the head to slope gently backwards and provide an ideal resting position for upright sleeping. While the elasticated straps secure the position and minimise head movement. In addition to the 3 standard colours in the international range, the accessory expert is launching this exciting new design in an incredible 8 additional eye-catching colours.



Designed with a deluxe memory foam which has increased sensitivity to respond instantly to your head's weight and warmth, the Memory Dreamer effortlessly moulds to the contours of your neck and chin for fully-structured, 360° support. This premium memory foam more closely supports the natural curvature of your neck and upper spine, relieving typical pressure points and helping to prevent neck pain. The result is a more therapeutic upright sleeping position which is conducive to a better quality of sleep when you are on the move.

The elasticated front closure further enhances your sleeping experience, holding your head and neck in place to avoid any sudden movement which could wake you from a peaceful slumber. Perfect for long haul travel, this fully customisable and ergonomically tapered design also helps to avoid the tell-tale cricked neck experienced by most travellers.

Incredibly soft and cosy to the touch, the Memory Dreamer features a dual fabric outer cover that is plush next to your skin, surrounding your face with softness but has a robust aerated outer fabric to keep the memory foam cool and comfortable. The cover is easy to wipe clean too, ensuring the travel pillow remains reassuringly clean, trip after trip. After use and regardless of how it has been worn or folded for travel, the pillow will always return to its original shape, ready for the next journey.



Go Travel identified a desire for more vibrant colourways and has responded with the introduction of 8 additional colour options on this model. The Memory Dreamer will be available in 3 standard colours – blue, navy and grey with the new additions of a sleek black option, as well as a whole host of vibrant colours ranging from neon coral to citrus hues of orange, lemon and lime, alongside jewel tones of ruby red, turquoise and purple .

To view the pillow collection visit TFWA World Exhibition & Conference, stand B24, the Yellow Village. To arrange an appointment contact [olivia@go.travel](mailto:olivia@go.travel).

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#### **Notes to editors:**

##### **Interviews available on request**

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#### **Company Information**

Established in 1978, Go Travel is the market leader for travel accessories, offering the most widely distributed range worldwide. Still a UK family business, it is just as committed to bringing innovative products to market as it was when it began 40 years ago.

What is not commonly known is that the company pioneered the concept of a co-ordinated range of travel accessories and its success has spawned an entire global industry which it still dominates to this day.

In the beginning there were just 10 products in the collection. Today, Go Travel offers over 300 accessories, designed in-house at its London headquarters. The product range can be found in over 12,000 retail locations across the UK and is stocked in over 100 countries globally. With millions of units sold each year, Go Travel has an outstanding reputation for quality, innovation and reliability bringing new and exciting products to market every year.

Go Travel is a brand name of parent company, Design Go Ltd.