

# Press release

For immediate release

[Volprivé: Ultra comfortable accessories for travellers.](#)  
[Marie-Claude Roulier](#)  
[rethinks travel comfort](#)  
[with a line of upscale](#)  
[accessories designed](#)  
[and made in Quebec.](#)

**Montréal, November 22, 2017. — Volprivé launches its first collection of high-end travel accessories for people in search of superior comfort when travelling by plane or other mode of transportation, during those times when hours sometimes seem interminable.**

The Volprivé blankets, pillows and unisex eyeshades are designed to transport travellers to another plane of well-being. Made of merino wool, these articles are sold separately or as part of an ensemble and slip easily into a handy, stylish and durable Volprivé bag.

Light and compact, the AVENTURE blanket is big enough to wrap the whole body with warmth. The ergonomically shaped NUAGE travel pillow is made from memory foam to provide optimal cervical and lumbar support. The adjustable MÉDITATION eyeshade is filled with microbeads, and is larger and softer than traditional eyeshades to block out light and relax the eyes. The COMPRESSION socks offer the same unparalleled comfort and come in the brand's same, distinctive colours. Designed to easily attach onto carry-on luggage, the BON VOYAGE bags, made of tarpaulin, are perfect for the plane as well as the beach or for toting around the city in style. The streamlined design suggests horizon lines, and the fresh colours add a retro touch that evokes air travel in the 1960s. Perfect for couples and families alike, the articles are also offered as part of several collections (Montréal, Malibu, Sydney, London, etc.).

Volprivé also has stylish and functional children's travel ensembles that are perfect for the youngest jet-setters.

"We spend long hours in a plane and often make do with accessories that are often less than comfortable and not particularly attractive or durable." This realization is what led Montrealer Marie-Claude Roulier, a seasoned traveller with 15 years' experience working in the air travel industry, to found Volprivé in 2015.

Her goal was to create comfortable, quality and distinctive accessories. "Distinguished by its clean lines, bold colours and timeless elegance, the Volprivé collection offers durable products that transcend both fashion trends and time, and are therefore perfect for anyone looking to enhance their flying experience. These articles are cozy little luxuries that you soon realize are really an investment," explained Marie-Claude Roulier, who, as well as supplying companies looking for exclusive gift ideas, is currently getting her online sales into high gear.



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## Italian merino wool

The Volprivé accessories are made from imported 100% Italian merino wool. Noted for its superior insulating properties and soft feel against the skin, merino wool is also anti-static, keeps its shape, wicks moisture away from the body and neutralizes odours. All the items, including the eyeshade and pillow covers, are easy to remove and machine washable with no loss of quality.

## Locally designed and made

Growing up surrounded by sewing machines (her mother was a sewing teacher), Volprivé's founder is committed to producing everything in Quebec. Ten or so local suppliers have joined this adventure. "I'm especially proud to promote Montreal's expertise. From the memory foam used in our pillows, the wool knits or the compression socks, each designs came to life by Quebec artisans with a commitment to creating products of unmatched quality and finish," said Marie-Claude Roulier.

The Volprivé collection is available online ([www.volprive.ca](http://www.volprive.ca)) as well as in the boutique Vault par Europa, in the Quartier international de Montréal, 701 Saint-Pierre Street.

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