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Viyella History



In 1784 William Hollins started business in Pleasley on the Derbyshire/Nottinghamshire border. In 1890 Hollins and Co acquired a mill used for the early production of Viyella, 1893 Viyella was a blend of wool and cotton first woven in 1893. It was made of 55 per cent merino wool and 45 per cent cotton in a twill weave, developed by James and Robert Sissons of William Hollins and Company, spinners and hosiers. It was the "first branded fabric in the world".

1894 The brand name, first registered as a trademark in 1894, soon covered not only the original fabric, to be sold by the yard, but also clothing.

At first this was made by a separate business but it was not long before Hollins started producing their own clothes and offering franchises to manufacturers who would use the Viyella label.

1907 The trademark was registered in the USA.