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21 JUNE 2023

THE VIYELLA STORY

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Welcome to the new official website for Viyella and I hope you have as much fun navigating the Site as we had developing it. With our history dating back to 1784, there is a rich heritage for us to share with you, but hopefully our new website shows we also have a focus on the future, as well as being immensely proud of our past.

Our current Head Office in Derbyshire is still within 15 miles of our first Cotton Mill opened in 1784 in Pleasley, Nottinghamshire as well as the famous Via Gellia Mill in Derbyshire, from where "Viyella" got its name.

Whilst times and circumstances may change, we are still fiercely protective of what makes Viyella unique and we hold dear the production methods which sees two seemingly incompatible fibres, wool and cotton, being spun into one yarn. The result is a fabric warm to the touch, yet light in weight.

Viyella is now so much more than a specific fabric, however our commitment to fabric development and using the finest yarns available to deliver unrivalled depths of colour within our Seasonal Collections still sets us apart. Just as it did over 200 years ago!



VIYELLA

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Welcome to Viyella Online - the home of a true heritage brand, established in 1784, you can expect to find a range of classic Men's shirts, knitwear and socks, all sophisticated, classic clothing made from luxury fabrics. Viyella Online is the leading online stockist for Viyella Menswear, explore the iconic British brand from classic Tattersall shirts, knitwear and merino wool rich socks. With UK tracked delivery, next day delivery, and competitive Worldwide shipping options, there's no better time to treat yourself to some classic Viyella Menswear.



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