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INDX MAN | SHOW BLOG



November 2023 | Viyella - celebrating a heritage of innovation at INDX Man

Viyella celebrates key milestones at INDX Man 4-6 February 2024

[INDX Man](#) is the menswear industry's premier UK trade show, and the next edition is set to return to [Cranmore Park](#) from **4 - 6 February 2024**.

Alongside a stellar brand line-up featuring [over 150 names](#), long-standing supporter, and key returning exhibitor Viyella will be back, and looking forward to celebrating some key milestones with the industry...

2024 sees the 240th anniversary of the origins of Viyella and the 130th anniversary of Viyella becoming the world's first ever registered trademarked fabric.

Some brands become inextricably linked with the product they manufacture, as they were the first and most influential in the development of that product - nothing could be truer of Viyella.

2024 see the 240th anniversary of the origins of Viyella, when in 1784, Henry Hollins and four colleagues took over Pleasley Forge on the Nottinghamshire/Derbyshire border and proceeded to create the most advanced cotton-spinning mill of its time.

2024 also marks the 130th anniversary of Viyella becoming the world's first ever registered trademarked fabric, where the seemingly incompatible natural fibres of wool and cotton were woven to produce a yarn retaining all the natural qualities of both and in 1894, this unique yarn was officially recognised.

To celebrate these historic milestones, and with the emphasis remaining on its heritage for fabric innovation, Viyella proudly launches its **Anniversary Collection for Autumn/Winter 2024**.

As showcased by the company at the Great Exhibition in 1851, Viyella includes a cotton/cashmere blend shirt, in addition to the iconic cotton/wool blend shirts synonymous with the Viyella brand.

Continuing the proud tradition of designing everything 'in-house', the Autumn/Winter 2024 Anniversary Collection offers a comprehensive and unique choice of designs and silhouettes to suit numerous discerning markets.

Viyella are proudly sponsoring the post-show networking drinks at INDX Man on Sunday 4 February - a great opportunity for

retailers and exhibitors to get together, catch-up and celebrate these amazing milestones.

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View the embedded image gallery online at:

<https://www.indxshows.co.uk/indx-fashion/menswear/blog/1234-viyella-celebrates-historic-milestones-at-indx-man#sigProId28dff38d9>

INDX Man is curated by a team of buying and retail experts from [Associated Independent Stores](#) (AIS), the UK's leading buying and services group for fashion, home, and leisure, and [registration for the show is open](#)

The must-visit industry show, INDX Man provides a professional and friendly format, which allows visiting retailers to make key buying decisions in a business focused setting, attendees also enjoy free onsite parking, free barista coffee and refreshments, plus complimentary breakfast pastries.

For the latest exhibitor signings and show updates, plus expert insight and trend alerts [sign-up to receive the INDX newsletter straight to your inbox](#)

[Read July show review here](#)

INDX MAN 4 | 5 | 6 February 2024

Show Information:

Free admission | Free onsite parking | Complimentary barista coffee and refreshments | Free breakfast pastries

Opening Times:

Sunday 4 February: 09:00 – 17:00 (*post show drinks sponsored by Viyella)

Monday 5 February: 08:30 – 18:00

Tuesday 6 February: 08:30 - 16:00

Useful Links:

INDX website: www.indxshows.co.uk

INDX MAN show information and registration: www.indxshows.co.uk/indx-fashion/menswear/menswear

AIS website: www.aistores.co.uk

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Cranmore Avenue
Shirley, Solihull
West Midlands
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For Sat Nav, please use B90 4LE



cranmorepark.co.uk

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