

A BRIEF HISTORY OF VIYELLA

VIYELLA IS THE FIRST BRANDED
FABRIC IN THE WORLD.

1784

William Hollins starts the business in
Pleasley Derbyshire.

1894

The brand name is registered as a
trademark.

1907

The trademark is registered in the USA.

1963—1969^x

Penitents in magdalene facilities
produce dresses with Viyella fabric.

^xNot bounded by these years.

2010

Irish Human Rights Commission
recommends inquiry and redress.

2011

[JFM](#) recognizes inaction on part of the
Irish government.

2024

Morrison McConnell celebrate 240 years
of Viyella.

VIYELLA IS A **Morrison McConnell** BRAND.

