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UP TO

30% OFF

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Luxury jersey for stylish daywear
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Featuring our signature 80/ 20 wool/cotton blend
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The Portofino Collection
With beautiful prints inspired by Italian ceramic pottery
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Home > CC

CC Clothing

Our sister brand CC is renowned for creating feminine pieces with colourful designs, perfect for making an impression, whatever the occasion.

Main Range

New In
Dresses
Knitwear
Tops
Jackets
Trousers
Skirts
Coats & Gilets

Petite Range

Petite Dresses
Petite Knitwear
Petite Tops
Petite Jackets
Petite Trousers
Petite Skirts
Petite Coats & Gilets

Accessories

All Accessories

Sale

All Sale

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BEST SPRING
Dresses

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The Spring
SALE

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UP TO
70%
OFF

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New In

Everything you need to
update your look for the
season ahead

Shop Now >



SHOP TOPS >



Spring
Jackets

New season styles to
flatter all figures >



SHOP ACCESSORIES >



Perfectly
Petite

Tailored for women
5'3" and under >



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Home > Collections

COLLECTIONS

Collections

The Hamptons
Ella
Sahara
Bolero
The Hamptons
Florence
Modern Graphics

The epitome of understated elegance, Viyella prides itself on beautifully crafted clothing that strikes the perfect balance between conservative, classic tailoring and flourishes of cutting-edge contemporary style.

Scoop Neck Top >

Tweed Biker Jacket >

MODERN GRAPHICS

Create a bold day wear look with impactful chevron and stripe patterns in black, green & ivory

Silk Stripe Scarf >

EDITOR'S TIP
Update monochrome with flashes of colour

Textured Stitch Top >

Petite Merino Cardigan >

Petite Pencil Skirt >

Petite Cotton Cardigan >

Shop The Collection ▶

STYLIST PICKS



Cowl Neck Diagonal Stripe Top
£55.00



Rectangle Print Jersey Skirt
£89.90



Black Rochette Jacket
£159.00



Stripe Silk Scarf
£39.90



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As Seen In
Good Housekeeping

A key piece in our new season collection, our petite shift dress makes a beautiful statement with blooms. A style to wear for garden parties and summer weddings, simply accessorise with a tailored jacket.

[SHOP OUR FLORAL PETITE DRESS >>](#)

Ways to Wear: Fashion Florals

It's only natural we reach for florals come spring, when plenty of flowers are in bloom.

See how we've styled our botanical pieces for the season ahead.

[SHOP OUR FLORAL COLLECTION >>](#)

1

CLASSIC PAIRINGS

Layer complementary prints over one another when the colour palette is classic. Our navy and white jumper works beautifully with a matching floral scarf, and ivory trousers.



Floral Jumper

£75



Floral Jacquard Trousers

£95



Floral Print Scarf

£39.90

2

DELICATE LACE

An ivory piece is a chic way to wear florals, and can easily be accented with a vivid colour, like emerald green. A gunmetal necklace will complete your look perfectly.



Chevron Texture Jumper

£69.90



Cream Lace Skirt

£139



Gunmetal Sunray Necklace

£35

THREE OF A KIND

Our favourite floral dresses capture the essence of spring with flattering shift cuts, short sleeves, and graceful details like embellishment, pleating, and co-ordinating belts.



Floral Pleated Dress

£169

Crepe Lace Dress

£159



Floral Print Dress

£35

3

PERFECTLY PETITE

Try wearing two types of florals in different colours - a brightly coloured scarf set against our detailed, ivory embroidered cardigan will look striking. Keep the rest of your look simple with a pair of navy belted trousers.



Petite Embroidered Front Cardigan

£99.90



Petite Belted Trousers

£109



Ella Floral Scarf

£35

Home > Introducing the Classics



INTRODUCING THE CLASSICS

Acquaint yourself with the classics every man should have in his repertoire. Invest this spring, and wear forever...



“
The
**TIMELESS
BLAZER**

An impeccably tailored blazer will last forever, so it's worth investing in the best. Crafted from luxurious Italian wool, these are premium pieces that will be a pleasure to own.

[SHOP BLAZERS](#)

”

Three of the best...



Overcheck Jacket

£375

Burgundy Twill Blazer

£350

Herringbone/Check Jacket

£350

Three of the best...



Cotton & Cashmere Blend

Cashmere Blend Outline Shirt

£89.90

Our 80/20 Burgundy Blue Check Shirt

£79.90

Our 80/20 Blue Tan Check Shirt

£69.90

“
The
**LUXURY
CHECK SHIRT**

A cotton and cashmere shirt will not only feel, but look, considerably smarter than those you might have had before. In a subtle check they're ideal for now, and will remain so for years to come.

[SHOP SHIRTS](#)

”



Three of the best...



“
The
**PREMIUM
CHINO**

A pure cotton chino is an everyday luxury, and a tailored trouser that admirably bridges the gap between smart and casualwear. These, in airforce blue and fire engine red, are not only precisely cut, but brilliantly colourful too.

[SHOP CHINOS](#)

”



Red Chinos

£109

Blue Chinos

£95

Airforce Blue Chinos

£109

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Home > Men

MEN'S CLOTHING ▾ Menswear

- All Clothing
- Jackets & Blazers
- Shirts
- Trousers
- Knitwear
- Polo Shirts
- Coats

ACCESSORIES ▾

- All Accessories
- Socks
- Ties
- Scarves & Handkerchiefs
- Hats
- Cufflinks

FEATURED ▾

- New In
- Introducing The Classics

Viyella menswear draws inspiration from the rustic charms of the Italian countryside for spring summer 2014. Lightweight, sophisticated pieces in bright colours with check and window pane patterns create a quintessential British look.

Style
CLASSICS

Update your style portfolio with our selection of perennial spring pieces

READ THE FEATURE »

SHOP NEW IN »

Edd Lumley's
Viyella Picks
of the Season

The men's style journalist on your essentials for spring

READ THE BLOG

BEHIND
THE SCENES

AT OUR
PHOTOSHOOT

It's ALL
in the
DETAILS

Discover the finer touches, that make all the difference

EXPLORE MORE

The **WAISTCOAT**

Find premium knitwear for spring.

SHOP KNITWEAR »

Men's
New Season Lookbook

SEE IT HERE »

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Ties
Scarves & Handkerchiefs
Hats
Cufflinks

FEATURED ▾

New In
Introducing The Classics

Discover our Viyella menswear collection – premium British classics crafted to an exceptional quality, from cotton shirts and merino knitwear and impeccably tailored blazers and colourful chinos.



JACKETS

Shop Now ▶



TROUSERS

Shop Now ▶



KNITWEAR

Shop Now ▶



AW14 LOOKBOOK

View Now ▶



LONG-SLEEVE SHIRTS

Shop Now ▶

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Home > Sale


WOMEN'S SALE  Sale

- All Women's Sale
- Jackets
- Trousers & Jeans
- Jersey Tops & T-Shirts
- Dresses
- Jumpers & Cardigans
- Skirts
- Shirts & Blouses
- Coats
- Accessories

PETITE SALE 

MEN'S SALE 

- All Men's Sale
- Jackets & Blazers
- Shirts
- Trousers
- Knitwear
- Polo Shirts
- Coats
- Accessories

WOMEN'S OFFERS 

MEN'S OFFERS 

Our Viyella women's and men's clothing Sale brings you the highest quality pieces at affordable prices. Premium fabrics, stunning detail and clean design work together to bring you timeless clothing that will last for seasons.



WOMEN



MEN



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WOMEN'S CLOTHING ▾ Womenswear

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- Dresses
- Jumpers & Cardigans
- Skirts
- Shirts & Blouses
- Coats

PETITE ▾

- All Clothing
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- Trousers & Jeans
- Jersey Tops & T-Shirts
- Dresses
- Jumpers & Cardigans
- Skirts
- Shirts & Blouses
- Coats

ACCESSORIES ▾

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- Jewellery
- Slippers

COLLECTIONS ▾

- Collections
- Ella
- Florence
- Modern Graphics
- Sapphire Soire
- Luxury Neutrals
- Heritage
- New Yorker
- Modern Monochrome
- Oriental Elegance
- Embroidered Folk

FEATURED ▾

- New In
- Ways to Wear Fashion
- Florals
- Dusky Pink

Our Viyella womenswear spring summer 2014 collection brings exclusive in-house prints of floral and ceramic inspired designs, together with our trademark premium fabrics and luxury soft textures for a timeless summer look with a contemporary feel.

As Seen In
Good Housekeeping

Spring

Beautiful florals are this season's most covetable print.
See how we've styled them...

[READ THE FEATURE >>](#) [SHOP NEW IN >>](#)

Dusky PINK

Spring's demure shade brings feminine polish to your outfit

[SHOP NOW](#)

BEHIND THE SCENES

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It's ALL in the DETAILS

Discover the luxurious touches that make all the difference

[EXPLORE MORE](#)

Ella by Viyella

SS 14 Lookbook

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WOMEN'S

New Season Lookbook

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PETITE ▾

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Coats

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All Accessories
Scarves
Jewellery
Slippers

COLLECTIONS ▾

Anglesey
Highland Fling
Brighton Rock
Mariner
Belle Du Jour
Parisienne Cafe
Ella
Glass House

FEATURED ▾

New In

Made from superior yarns and luxury fabrics, Viyella womenswear is elegant and eternally stylish. With references to our British heritage, the luxury dresses, jackets, tops and coats, are perfect pieces for building a sophisticated wardrobe.



New In

Ensure an elegant autumn
with our latest styles

SHOP NEW IN



JACKETS

Shop Now ▶



KNITWEAR

Shop Now ▶



TOPS

Shop Now ▶



STYLE SPOTLIGHT

See the Dress ▶



AW14 LOOKBOOK

See it First ▶

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