

The Group at a glance

Coats Viyella's Divisions, Coats and Fashion Retail, have world renowned brands in their respective segments.

Coats

Coats is a global thread business serving two main markets – thread for industrial use and for needlecrafts. Coats has a 22% global market share and its products are used by millions of customers around the world.

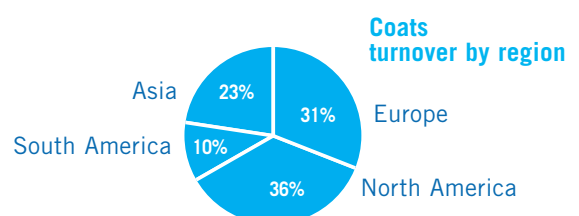
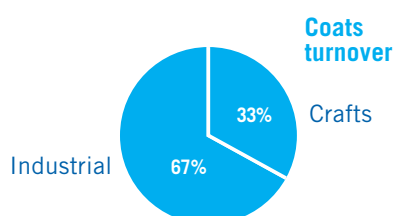
Industrial

- Coats thread is used in a huge variety of products ranging from apparel and footwear to furniture, cars, sporting equipment, body armour and fibre optic cables.
- Coats' unparalleled global reach means customers benefit from its ability to deliver worldwide customer service and a global guarantee of quality and consistency.
- Coats' customers are the suppliers to leading retailers and brand owners, such as Tommy Hilfiger, Marks and Spencer and Adidas.



Crafts

- Coats produces a wide range of needlecraft products and household sewing threads for the domestic leisure market.
- Brands, such as Anchor and Red Heart, are available throughout the world.
- Key markets for crafts are USA, Europe and increasingly Asia.



Fashion Retail

Fashion Retail has two British brands, Jaeger and Viyella. The British designed collections are sold through 450 outlets across 15 countries.

Each brand has a focused brand strategy and target consumer.

Jaeger



- British designed men's and women's clothing and accessories.
- Vision to be the leading British brand recognised globally for 'Modern Classic' style with international appeal.
- The aim of the brand is to represent innovation, luxury, elegance, style and wit.
- Design led, customer focus.



- The clothes are for confident, stylish, successful men and women who want 'Modern Classic' clothing with a touch of sophistication and glamour.

Viyella

- British designed womenswear and accessories.
- Brand for women who choose smart, classic and versatile styling.
- Delivers a consistently excellent quality product and customer service which is second to none.

