



## **Best of British, Johnstons of Elgin to feature in ITV4's Made in Britain**

Johnston's of Elgin, the UK's largest producer of luxury Cashmere and fine Woollens, will feature in ITV4's *Made in Britain* on Thursday 27<sup>th</sup> May at 8pm.

The show, which is a celebration of British manufacturing – from the mass produced, to the hand crafted, will show how the company makes its iconic knitwear from its Scottish mills in Elgin and Hawick.

Established in 1797, Johnstons of Elgin is one of the last few remaining vertical mills in the UK and across three centuries the family-run business has been sourcing the very best natural fibres and technology, working with expert craftspeople whose skills have been passed down through the generations.

With *exclusive* access to some of Britain's best-known brands, high-end designer goods and traditional crafts, the cameras go behind the scenes to discover how Johnstons of Elgin's iconic products are made, from fibre to finished product.

**Chief Executive, Simon Cotton commented:** "In this predominantly digital age, it's easy to lose sight of the skill and personal touches that go into making the highest quality clothing and accessories, and we're looking forward to watching our special processes on the small screen this week during ITV4's latest episode of *Made in Britain*."

"Throughout our 224-year history we have stayed true to sustainability and slow luxury. Our unique craftsmanship and commitment to innovation sets us apart from other brands, and it all happens here, on British soil. At Johnstons of Elgin, maintaining skills in our communities is a major commitment and by ensuring our products are made with the finest fibres, without rushing the process, our customers can be sure their purchases will last a lifetime."

Narrated by actor Tim Healy, the series is a tribute to the army of makers, inventors and innovators that make Britain the manufacturing powerhouse it is.

To find out more about Johnstons of Elgin, visit [here](#).

**-ENDS-**

*Issued by BIG Partnership on behalf of Johnstons of Elgin. For more information, please contact Eilidh Smith at BIG Partnership on 07710 700 323 or email [johnstonsofelginpress@bigpartnership.co.uk](mailto:johnstonsofelginpress@bigpartnership.co.uk).*

## **Notes to editors**

### **About Johnstons of Elgin**

In the two centuries following its establishment in 1797, Johnstons of Elgin has been owned by just two families – the Johnstons and the Harrisons. It is one of the last few remaining vertical mills in the UK that still process the raw Cashmere and fine woollen fibres right through to the finished product. Johnstons of Elgin's mills in Elgin and Hawick employ 900 people. For more information, please visit: [www.johnstonsofelgin.com](http://www.johnstonsofelgin.com)

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