



Moda Biella®  
ITALY

THE HERITAGE OF LUXURY FABRICS

## ONLINE COVERAGE:

Date	Portal	Link
3 <sup>rd</sup> October 2019	ETbrandequity.com	<a href="https://brandequity.economicstimes.indiatimes.com/news/marketing/italys-luxury-fashion-brand-moda-biella-forays-into-indian-market/71426282">https://brandequity.economicstimes.indiatimes.com/news/marketing/italys-luxury-fashion-brand-moda-biella-forays-into-indian-market/71426282</a>

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**FASHION BRAND**

### Italy's luxury fashion brand, 'Moda Biella' forays into Indian market

*The brand is deep rooted to its heritage of making world-class fabrics and are entrenched in forecasting and pioneering in contemporary market trends.*

ETBrandEquity • October 03, 2019, 18:43 IST • Updated: October 04, 2019, 11:20 IST



Italian brand Moda Biella has announced its entry into the Indian market. It was launched earlier this month in Dubai.

According to the company, the brand is deep rooted to its heritage of making world-class fabrics and are entrenched in forecasting and pioneering in contemporary market trends.

*The company added that a fusion of old-value provenance and progressive techniques is the true essence behind Moda Biella.*



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Date	Portal	Link
14 <sup>th</sup> October 2019	Fibre2fashion. com	<a href="https://www.fibre2fashion.com/news/fashion-news/moda-biella-enters-into-indian-market-with-ocm-252555-newsdetails.htm">https://www.fibre2fashion.com/news/fashion-news/moda-biella-enters-into-indian-market-with-ocm-252555-newsdetails.htm</a>

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## Moda Biella enters into Indian market with OCM

14 Oct 19



FF: Moda Biella

▶ 0:00 / 0:00

**What:** Moda Biella ventures in India with OCM. The brand was launched in Dubai earlier this month, in the presence of the crème-de-la-crème of the textile industry from PAN-India.

**Who:** Moda Biella is an Italian luxury heritage fashion brand producing superfine exotic fibres and forays into the Indian market with India's largest textile manufacturer OCM.

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