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[interview]

“it’s a luxury brand made of finest fleeces with Biella Shrunk finish”

- Malcolm Campbell, european Advisor, Moda Biella

Malcolm Campbell began his career in the textile industry in 1969, as an apprentice weaver and textile designer for A&J Macnab of Haddington in Scotland. He attended the Scottish College of textiles in Galashiels on block release, and in 1975 was awarded the City & Guilds of London Institute certificate in Textile Design and Colour, and Business Management. In 1975 he moved to Yorkshire as assistant designer with Hirst & Mallinson of Huddersfield, and in 1978 was appointed Sales and Marketing Director of West Riding Fabrics in Leeds. Currently, he works with Moda Biella. He believes that textile education is crucial to the future of our industry, not only to the technicians, but to the retailers, the retail sales staff and the consumer. In conversation with **John Pereira**, he talks about his professional journey, bringing the brand to the Indian market and his vision for the brand.

How has your professional journey been so far?

The journey has been enriching, exciting and very rewarding, with every step I took and every milestone I achieved. It has given me some amazing experiences and teachings. I began as an apprentice weaver and textile designer for A&J Macnab of Haddington in Scotland, in the textile industry in 1969, but soon moved to Yorkshire, in 1975 to



work at Hirst & Mallinson of Huddersfield, as the assistant designer. Additionally, I’m glad to have been associated with companies like West Riding Fabrics, Leeds; The Edinburgh Woollen Mill, Yorkshire; The Woolmark Company, Ikley, the Holland & Sherry Group and currently working with Moda Biella, aiming to provide the customers with finest quality luxury fabrics that embrace newness in design and colour as well as technical innovation to enhance the wearing and comfort properties of the clothes tailored from my cloth.

what inspired you to enter this profession?

My mother, Frances, was a mender of cloth for a Scottish weaver, and I was fascinated by her work, and the beautiful clothes and colours, the designs and the textures that she worked with. She was my inspiration, and I followed in my mother’s footsteps into the fashion textile industry. As Scotland is well-known for producing high-quality textiles and clothing, I got exposed to the textile industry at a young age.

what does Brand - Moda Biella stand for?

Moda Biella upholds the vision of providing luxury fabrics made of exotic natural fibers to the discerning customers. The brand offers the finest cloths, the best on the market that will

look good, drape well and wear much longer than less expensive alternatives. We, at Moda Biella use the finest fleeces from the finest merino sheep, spun in to the most beautiful yarns, dyed in to seasonal colors that are then woven into plain, gun club, windowpane, glen check and herringbone designs, then given a wonderful Biella Shrunken finish which is unique and exclusive to the brand.

why the group invested in bringing an italian heritage brand to the indian market?

Today's man in India should strut and display his individuality, be proud, be fashionable, be happy as a Moda Biella Man. Knowing the pulse of the market, Italian prowess with Indian consumer demand. An outstanding collection of beautiful cloth, for the man who wants to look good and to feel good throughout the year in Spring and Autumn clothes. Learn the story of the wool from Australia, New Zealand, and Tasmania, the clothes designed, warped woven and finished in Biella, and the sartorial suits tailored in cities around India. Weaving Stories about wonderful cloth. Moda Biella caters for three groups of men, from 25 to 35 in new designs, bright colors and technical innovations, 35 to 55 in quality luxury cloths with merino wool and cashmere blends, and a classic ageless trend of tradition for the 55 year old plus man. Grandfather, Son and Grandson are all satisfied with the style and flair of Moda Biella.



How the company plans to accomplish its strategic goals?

Moda Biella will work tirelessly on design research, on textile education, on customer collaboration, to ensure that all the clothes that we develop and create are not only the most beautiful fabrics, but that they are also the pristine qualities for the bespoke tailor to work with and style beautiful garments, and that are the smartest, most handsome and most comfortable clothes for the consumer to wear. We will work throughout the country, and have collections for each area, for each season, for each age group. We will work on special collections with prestigious garment designers to collaboratively promote the art, the craft and the skill of both the weaver and the tailor.

Your current objectives and vision for the brand

Well, we at Moda Biella envision to persistently innovate, while not compromising with the quality of our fabrics. We've always strived towards using exotic natural fibres to manufacture best quality fabrics. Once we have established the Brand with the top key Indian retailers, we will then focus on new and exciting developments

to distinguish our offer from that of our competitors. While others may move to simpler blends, easier weaves and less expensive clothes, Moda Biella will always be faithful to quality. We will work with more exotic blends, more complicate weaves, more intricate finishes to satisfy a more demanding and stylish customer, who no longer wants to look like everyone else on the high street, in the clubs, or while out socially. Moda Biella will never compromise on quality so our customer never

has to compromise on style.

what has made the brand most successful?

The brand's success to date has been by working closely with our key customers, India's top retailers and bespoke tailors. It is they who have helped to mould the structure from which we will grow. Following the launch of Moda Biella, I have just completed a tour visiting tailors in New Delhi, Jaipur, Ahmedabad, Surat, Bangalore and Amritsar. I have a plethora of ideas for clothes, for designs, for colours, for finishes and for styles that will be exactly right for the market place because it is what the market place would be demanding Newness, innovation, excitement. Moda Biella will deliver that to a receptive market place of men keen to change their image to change their style to become more innovative with fashion To become peacocks. By working with the market, by predicting the trend, and with the confidence to create newness, Moda Biella will prosper and thrive.

elucidate on each one of us having a designer in us.

Creativity is a wonderful talent, and should be encouraged in adults and children alike, whether it is painting, dancing, singing or acting. Literacy is also important, maths, English, science. Unfortunately our children today are not being taught creativity, which is very sad. Education is judged on literacy results, and many schools around the world are dropping art and music as subjects. Everyone can paint a picture, everyone can sing a song. We all have imagination and we can call dream That is the gift of the designer.

throw some light on Malcolm the weaver books & animation

Malcolm the weaver books were inspired by the BBC Scotland CBeebies children's programme Malcolm the weaver, when my twin son and daughter Aidan & Zoe and I spent 3 days on The Isle of Lewis filming the

history of the Harris Tweed Industry and textile design. (This film can still be seen on You Tube – Malcolm the weaver.) My children were so inspired by the weaving and colour process, that I decided to write a book on colour to teach 4 to 8 year old children about the art of colour and the craft of weaving. My daughter Sharon Campbell from New Zealand illustrated the book. This was followed by two other books teaching children about the danger of pollution and contamination, and the other about the elements, the tide and the wind. So now Malcolm the weaver teaches children about colour, craft, nature, the environment and sustainability.



Our next project is being sponsored by BBC Scotland for BBC Alba on The Isle of Lewis and is a pilot animation programme on colour and weaving called 'A Grey Day', still aimed at 4 to 8 year old children, and if the animation pilot works, there is an opportunity for a 52 episode series, teaching children everything that they have to know in these crucial 4 years of their lives. The ideal scenario is for this then to go global, and have the animation series and the Malcolm the weaver books translated in to Hindi, Mandarin, Arabic, French and German.

Any message for our readers about your field

Enjoy the happiness of living. Do not get too tied up in the humdrum of daily work, it can be tedious and boring, Textile Design and creativity has been a wonderful career for me spanning over 50 years. I have enjoyed every

moment, and I know that there is more fulfilment and enjoyment to come. I would advise the readers to appreciate that the world is changing, the way we live our life today will not be the way that our children live their lives tomorrow. Technology is driving change in every aspect of society. Do not get caught up in this rat race, where your success is measured by how busy you are. Measure your success by how happy you are. My motto is 'Be a warrior, not a worrier'.