



Moda Biella®

ITALY

THE HERITAGE OF LUXURY FABRICS

TAILORING
T A L E S



Bespoke Tailoring Tales

featuring

Moda Biella

ITALY

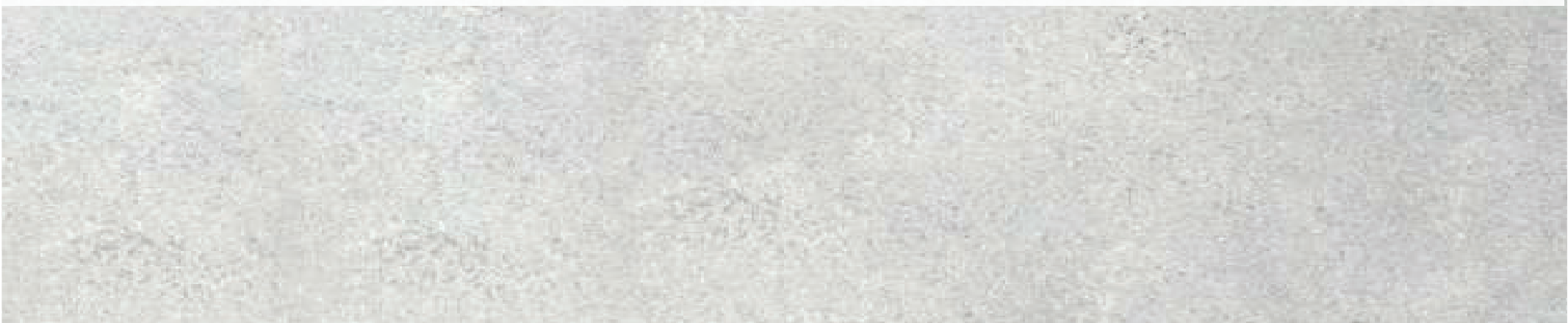
luxury cloths.



The heart of any bespoke sartorial suit,
beats from within the beautiful fabric from
which it is constructed.



Malcolm Campbell



*“Moda Biella,
the heart of a bespoke
tailored sartorial suit.”*



Fashion Trends

In the 18th Century, fabrics were coarser and heavier. Wool was not so fine, weaving techniques not as sophisticated and yarns were thicker. Finishing was relatively basic as well, so fabrics had a raw touch to them.

Fabrics from over 200 years ago did not have the soft touch, the beautiful lustre or the fine tailorability that Moda Biella fabrics have today.



Merino Wool

Smarter more sophisticated fabrics began to appear in the 19th Century and the craft and skill of textile design began to develop. The artistry of the textile designer became apparent.

Spinners and weavers began to appreciate the outstanding natural properties of Merino wool, and created fabrics that featured milled, felted, brushed and drawn finishes, as well as the exquisite fineness of Extrafine Merino Wool, the champagne fibre of textile design.



Sartorial Styling

In the 20th Century wool garments became more refined, smoother, smarter and more luxurious, with expert interpretation of Seasonal trends by Italian designers, yarn developments, weaving finesse and finishing techniques.

The Sartorial styling from England, the elegance of style from Italy, textiles and beautiful clothing became an aspiration, no longer purely functional.



The History of Tailoring

The History of Tailoring - The knowledge and art of the master tailor, of cutting and sewing cloth - the two basic aspects of constructing suits from a pattern, developed slowly and gradually in Europe between the twelfth and fourteenth centuries. The terms of 'cut and sew' are still used in tailoring to this day.

During the Renaissance, when man wished to highlight the human form, the art of tailoring was born and an expert skill was required to mould the perfect fit. So the cutter, the person making the patterns, and the tailor, the one sewing the cloth joined other craftsmen as important members of the community.



Master Tailor

Over time, the tailor took on an equal importance to the weaver, and gradually came to overshadow him. Master tailors eventually became responsible for the clothing needs in society, and the art and science of tailoring became a highly specialised, complex, and jealously guarded craft.

Today, it is the art of the tailor, and his choice of Moda Biella cloth, that still distinguishes a fine suit from an adequate one.



The Perfect Fit

Careful measurements are important to tailors who take a pride in the perfect fit of the pattern and the matching of the cloth, to align panels and to ensure the proper fit of the garment.

The Master Tailor is a craftsman, who has managed to survive in this age of mass production, and today we can see a renaissance of stylish people with discerning taste, aspiring to purchase bespoke garments constructed in beautiful cloths.



Seasonal Styling

Craftsmanship of the Master Tailor - Today, textile designers at Moda Biella, and master tailors around the World, create the styles and trends each season for Spring and Summer, Autumn and Winter, be it colour, fabric, touch, shape or styling. New trends are what encourage people to buy.

The technical detail and accurate skill of the tailor ensures that suits made from Moda Biella fabric fit where they should, and allow movement and comfort for the wearer.



The Suit

Whether the preference is for double breasted or single breasted jacket, flared or straight trousers, the master tailor can satisfy your requirements and give you the style that you aspire to.

Each suit is technically intricate in its construction. Fuseables, threads, linings, buttons, zips and accessories are all selected to complement the fabric.



Bespoke Tailoring

Bespoke made to measure suits are trial fitted to the customer part way through construction to ensure a perfect fit.

The spinning of the yarn, the crimp of the wool, and the setting of the fabric are what combine to give the cloth its performance features, like wrinkle recovery flannel milled finish appearance or extra fine worsted sheen and lustre. Each process and technical feature can create a different appearance and enhanced performance in the bespoke suit.



A Work of Art

Accurate cutting, immaculate laying up, smooth operation, craft and skill all contribute to create a first class suit. The standard is high, there is no option. The suit construction process needs to reflect the care, consideration and skill that has gone in to developing the Merino flocks, shearing, spinning, weaving and finishing the Moda Biella fabric.

The Moda Biella suit is a work of art, through all processes, from all around the World.



The Coordinated Wardrobe

The Master Tailor is a proud man, he has engineered a work of beauty. He presses it to perfection, knowing that if his customer treats his creation with the same care and consideration, the suit will last well for many seasons, and can be coordinated with jackets, trousers, shirts and knitwear to create an outstanding working wardrobe.



Photo relics from our heritage in Italy

The history of the textile industry in Biella can be traced back to 1245 with the first references to wool workers and a 'Weavers Guild' in this Italian town; a rich heritage of artisan weavers, who had acute skills and a passion to innovate with beautiful cloth.

Here are a few images of our heritage in Biella - reflecting our prowess across various aspects and a tribute to the city and



Author: Malcolm Campbell
(Advisor – Moda Biella)

A handwritten signature in white ink on a dark blue background. The signature reads "Malcolm Campbell." and is written in a cursive, flowing style. The name "Malcolm" is written in a standard cursive, while "Campbell" features more elaborate, overlapping loops. A horizontal line is drawn underneath the signature, extending from the start of "Malcolm" to the end of "Campbell".

Malcolm Campbell.