



Moda Biella
ITALY

THE HERITAGE OF LUXURY

WEAVING STORIES

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Experience the Finesse of Legacy

Natural & Sustainable

Natural and sustainable extra-fine.

Merino wool is a renewable natural resource and is ecologically sound and nature friendly. Other natural 'noble' fibres in the collection include cashmere, silk, linen and cotton.

The Merino regatta

MODA BIELLA Merino wool comes from the best flocks in Australia, New Zealand and Tasmania.

For hundreds of years Merino flocks were the exclusive property of the Spanish Crown and wealthy nobles. In the 18th century, King Alfonso of Spain gifted the best of these flocks to the powerful rulers in Saxony, France, Italy and Great Britain. This gift of Kings was eventually shipped to the farthest reaches of the World, including South Africa, New Zealand and Australia, where the treasured merino sheep flourished. The wool shorn from a single Merino sheep is called the fleece, and weighs 3.5 to 4.5 kilos. This is enough wool to make three to four men's suits or ten to fifteen items of knitwear.

THE JOURNEY OF MERINO SHEEP TO AN EXQUISITE SARTORIAL SUIT



SPINNING

The wool is spun into different types of yarn, both worsted spun (long fibres), and woollen spun (short fibres). A low twist when spinning the yarn gives a soft touch, while a high twist with more turns per metre in the yarn, gives a crisp fabric with good wrinkle resistance and crease recovery. The Travel Suit in the *Moda Biella* collection is made from high twist yarn so it looks good on arrival, smart and pristine.



THE JOURNEY OF MERINO SHEEP TO AN EXQUISITE SARTORIAL SUIT



CRIMP ECRU WOOL

WEAVING

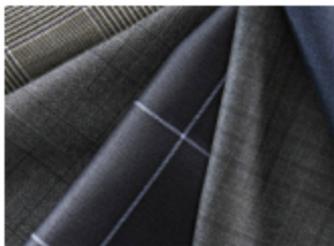
The yarn is first warped to create the 'ends' that dictate the length of the cloth, and then the horizontal yarns 'picks' are inserted across the cloth to create the width. These ends and picks are interlaced in different designs to create the woven fabric. There can be single end and pick interlacing for panama or plain weave, or 2 end and 2 pick interlacing for twill. The cloth once woven, is finished in soap and water solution, to create the soft handle of a fine worsted, or a milled flannel.



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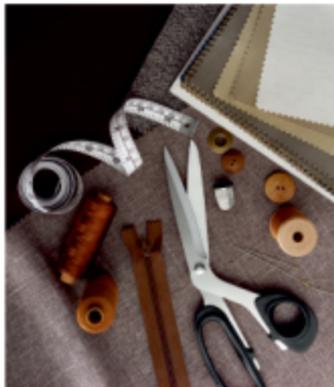
THE CLOTH

Fine worsted *Moda Biella* cloth is dependant on the merino wool quality, the yarn thickness and twist, and the fabric weave and finish. The extra-fine quality of merino wool creates superfine cloth qualities, ideal for men's suiting, jacket and trouser tailoring. With extra care a *Moda Biella* extra-fine worsted suit will keep you looking good for many years. The style, touch, lustre and shape of a Merino wool suit will also make you feel as good as you look.



GARMENT MAKING

Fabrics from over 200 years ago did not have the soft touch, the beautiful lustre or the fine tailorability that today's fabrics have. Smarter, more sophisticated cloths began to appear in the 19th century, and the craft and skill of textile design began to develop. The artistry of the textile designer and the skilled tailor became apparent. Merino wool garments in the 20th century became more refined, smoother, smarter, more luxurious, with expert interpretation of seasonal trends, yarn developments, weaving finesse and finishing techniques. The sartorial styling and elegance from *Moda Biella* in Italy became an aspiration, no longer purely functional.



THE JOURNEY OF MERINO SHEEP TO AN EXQUISITE SARTORIAL SUIT

THE SUIT

The knowledge and the 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 12th and 14th centuries. The term of 'cut and sew' is still used in tailoring to this day. Over time, the tailor took on an equal importance to the weaver, and gradually came to overshadow him. Master Tailors eventually became responsible for clothing needs in society, and the art and the science of tailoring became a highly specialised, complex, and jealously guarded craft. Tailors who work with Moda Biella cloth can still be counted on to champion uniqueness and quality. It is the Hallmark of their tradition.



CARING FOR YOUR CLOTHES

Moda Biella extra-fine Merino Wool is one of the most luxurious fabrics in the World, and cares for the wearer, probably more than they will have to care for their suit.

Nevertheless, here are some handy rules of thumb:

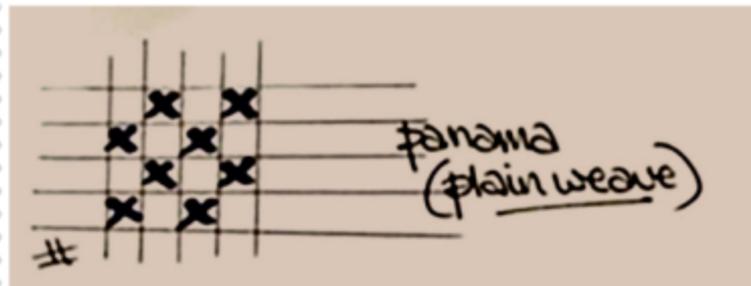
- Refresh the cloth and relax the wrinkles by hanging in a steamy bathroom, then air dry
- Rest Merino wool for 24 hours before wearing again, have a selection of suits to wear on alternate days
- Remove spots and stains promptly
- Brush clothes frequently, with a clothes brush
- Remove jacket when sitting for long periods
- Remove the creases from behind the knees of trousers when sitting down

Take care of your clothes and they will help you to look smart and stylish.



CLASSIC WEAVES

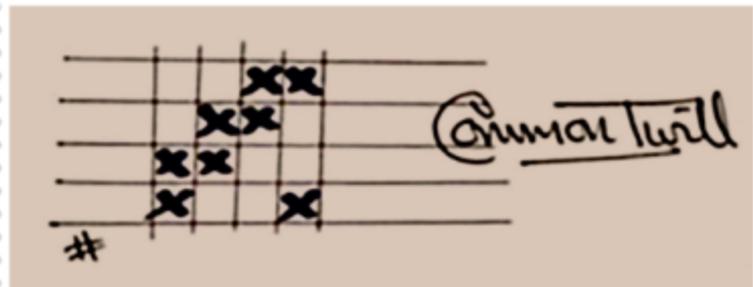
PANAMA



Panama or 'plain weave' is the simplest interlacing of warp (vertical yarn 'end') and weft (horizontal yarn 'pick') with each end and pick interlacing each alternate time so one up, one down, one up, one down. This weave interlacing creates the lightest cloths, so is used for Spring and Summer weights of cloth from 210g to 280g. Finishes tend to be simple, scour (wash) and press, as because of the tight construction, the cloth is more difficult to mill. The name of cloths in panama weave is Fresco, or Tropical.

CLASSIC WEAVES

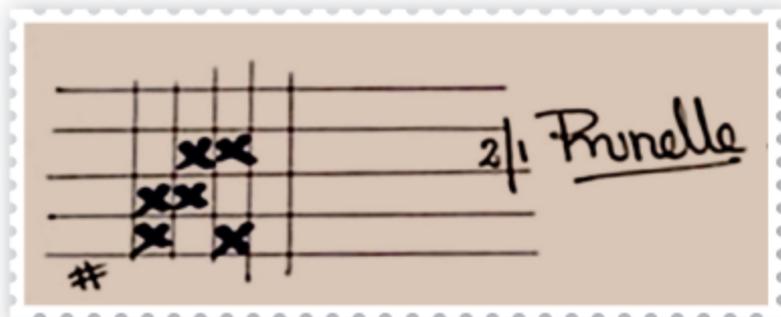
COMMON TWILL



The twill weave is a regular interlacing of 2 end and 2 picks up and down drafted in the right direction, creating a 'common twill right'. This weave is one of the most standard and popular weaves for menswear jackets, trousers and suit designs. Various weave effects can be created on a twill weave with different colour layouts for the warp and weft colours, such as dogstooth (4x4), hairline (2x2), sharkskin and step diagonal. The twill weave is used as a base cloth when milling cloth to create a flannel or a brushed cloth.

CLASSIC WEAVES

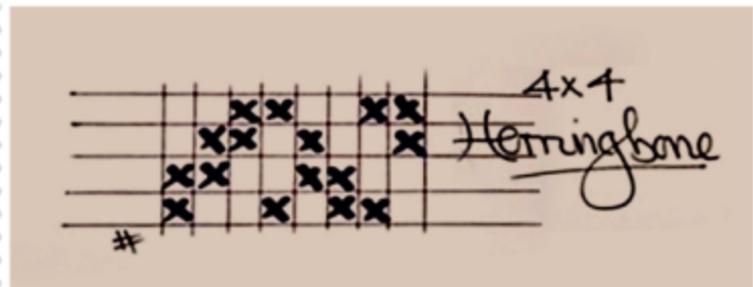
PURNELLE



The purnelle weave is a 2 up 1 down interlacing, so is a combination or hybrid of panama and twill. It is most commonly used in trouser cloths as the fabric is heavier than a panama, but tighter set than a twill, so gives the perfect abrasion and seam slippage performance for trousers.

CLASSIC WEAVES

HERRINGBONE WEAVES



A herringbone is created on a twill base, but will run 4 ends to the right, then cut to 4 ends that twill to the left. This creates a nice 'fish bone' pattern which has been christened herringbone. It is very popular in Tweed Jackets used in marl and mixture yarns, with a very lightly milled finish. The size of the herringbone can be increased to 6x6 or 8x8 or 12x12 by engineering the draft of the weaving interlacing in loom.

CLASSIC WEAVES

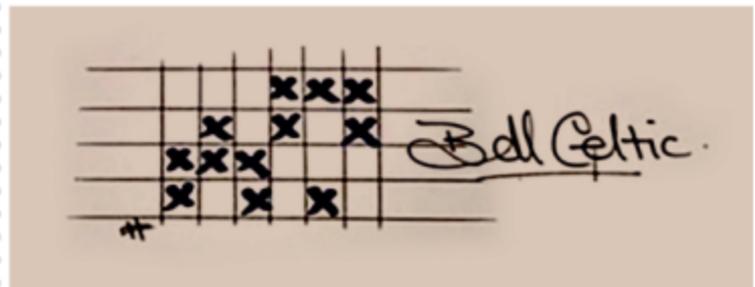
HOPSACK



Hopsack - is the interlacing of 2 warp end and 2 weft picks together, to create what is effectively the twill version of a panama. The hopsack is most commonly used in jackets. The cloth is not quite so set as a twill, so is good for a voluminous textured effects in jacketings and sports coats.

CLASSIC WEAVES

BELL CELTIC



The bell celtic was christened as the weave effect looks like a small 'bell'. It was a popular design in Harris Tweed and Scottish tweeds for jackets and accessories such as ties and scarves. A light coloured warp and a dark coloured weft will highlight the bell celtic design to best advantage. The base weave is 2x2 twill and split hopsack combined.

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 cityscape that nurtured our brand.

