

COVER STORY

Bio-Biella

Fabrics and yarns without harmful components, research and new product development: the Textile University works to safeguard consumers' health. Beginning with fabrics and raw materials.

INTERVIEW/ LUCIANO DONATELLI, PRESIDENT OF UNIONE INDUSTRIALI BIELLESE

A Calvinistic district



- The companies believe in the work ethic and in protecting the environment
- Buyers come to the area for their fabrics from all over the world
- Biella excels not only because of the big names like Zegna, Loro Piana, Cerruti and Luciano Barbera but also because of the smaller companies that produce and sell quality

Investigating raw materials



PROFILE →

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- The university is our flagship
- We produce 40% of the fabrics that “dress” the people around the world
- To promote the district and the best it has to offer, local institutions (regional, provincial, and other associations) are investing more than 50 million Euros per year

THE BIELLA
TEXTILE INDUSTRY →

QUALITY STILL TO BE DISCOVERED

1 Cappellificio Cervo

2 Acqua Lauretana

3 Birra Menabrea

4 Fondazione Pistoletto

5 Formaggio Maccagno

6 Santuario di Oropa