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Magali BERTIN
Head of Content

THE ALLY FOR WOMEN OVER 35

JOY - FREEDOM - WOMANHOOD

Biba is a bold, unique and singular brand that has stood by women for over 40 years, with a consistently joyful and enthusiastic tone.

Biba is the brand of joyful sisterhood. Optimistic, inspiring and deeply rooted in its time, the Biba woman is daring, asserting herself with kindness and humor, and inspires her family, friends and professional circle.

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