

Fila – Perform Beautifully

Bringing back the prestigious Italian sport style in tennis with the champion Kim Clijsters



Background

Fila was founded in Biella Italy, 1911. The two Fila brothers started out as Italian textile manufacturers, grew into sportswear with alpine and tennis, and became among the most iconic brands in the world.

Challenge

In an effort to revitalize the global business and rejuvenate the brand, Fila was aiming to create a lasting brand marketing solution that upset the elite world of tennis and positioned Fila as the preferred Italian tennis brand.

Solution

Cultéva helped recreate a brand marketing program for Fila and the tennis category that was built on tradition and etiquette, and a long line of Champions and Championships. As graceful game of power, pace, and prestige Fila tennis is and always will be Italian and made to Perform Beautifully.

Fila tennis is modern-classic top-to-bottom elite player's attire tailor made for Champion Kim Clijsters and select other elite players. Created as a new range of white-on-white and black-on-black elite player's footwear, apparel, and accessories collection.

Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- 7 Retail Store & Fixture Design



"Kim Clijsters wore the all-white Fila elite tennis attire at the prestigious Wimbledon Championship 2006. She was injured before returning as the defending champion at US Open."