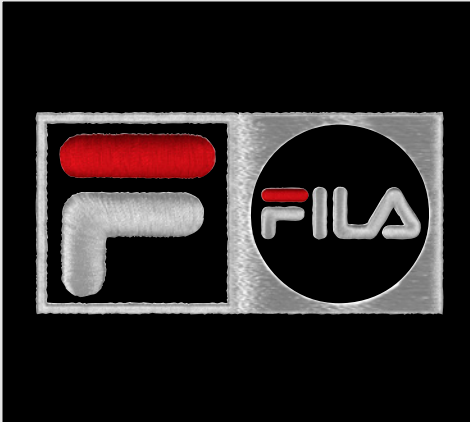
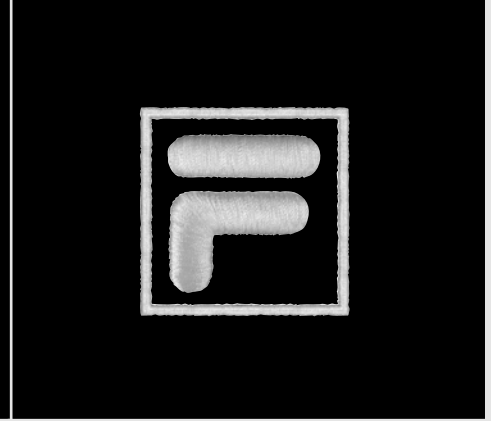


Fila – Made for Sport

Creating two business units to expand growth potential and strengthen one brand



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

During the early 2000's Fila was at a crossroads. The Italian icon was undergoing radical changes in pursuit of a new business model to reinvigorate the nearly century old brand. Fila completely recreated its product offerings and reshuffled its focus to hone in on a revered sport category, namely tennis. In the process of repackaging the brand for new owners the challenge was to visualize the opportune future for Fila to reclaim the elite status as the Italian sport lifestyle brand.

Solution

The new Fila builds upon heritage as a textile specialist from Biella, Italy in 1911—started over 40 years prior to competing brands was ever created. The new FILA relies on made-in-Italy collections of signature Fila elite tennis attires and Champion performances to celebrate nearly a century of designing prestigious sport apparel for athletes that play with style. With a clear understanding of the brand's long lasting past ideology, strategy, positioning, branding, competitive difference, design philosophy for apparel and accessories, select range of licensing products, and unique sports marketing stories, the opportune success for Fila's new business is to segment into two brands; Fila Lifestyle celebrating the past and positioned as Forever Classic, and Fila Sportstyle celebrating agility and positioned as Made for Sport. The two new business segments define Fila in its entirety as an Italian sport lifestyle brand.

Services completed

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



"The Fila brand was sold in 2007."