



Fila by Pininfarina



Sold out in France, in Italy it will be marketed in a limited edition Turin - The new Fila running shoe, created with Pininfarina and recently launched in the French market, will also be sold in Italy in a limited edition.

Thanks to Fila's innovative technology that "helps" people when running and the Pininfarina design, the new shoe was very well received by French sports fans and has been a great marketing success.

The new shoe has some significant, innovative technological features: Fila's patented Speedtech system sandwiched in the sole ensures

excellent impact shock absorption and facilitates propulsion into each successive stride, thanks to an elastic return of energy.

The design is marked by maximum simplicity and features smooth yet aggressive shapes, within a framework of basic essentialness that admits no showy or merely decorative elements. In short: a design concept focused on functionality in harmony with a spirit of research.