



## **Pininfarina to design the new Fila running shoe**

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Fila has signed an agreement with the Pininfarina Group relating to the design and development of a new top-of-the-range running shoe that will be innovative in technology and typically Italian in the creative elegance of its design.

The Fila-Pininfarina shoe will go on sale next autumn in selected shops all over the world.

This new deal reflects Fila's determination to impress the world market as the supreme example of Italian creativity, style and technology in the sports shoe sector. With that in mind, Fila saw Pininfarina as its ideal strategic partner, as a company recognised around the world as an Ambassador for Italy's best image, thanks to its long-established skill at identifying innovative syntheses between technology and design.

The Fila running shoe designed by Pininfarina will be expected to evoke the elegantly sporty athleticism epitomised by the sports car.