

Fila x Almost Gods: A Brutalist Desert-Inspired Capsule Redefines Sportswear

Published on 18 Sep 2025 | By IFI Correspondent



Fila x Almost Gods: A Brutalist Desert-Inspired Capsule Redefines Sportswear

Sportswear giant **Fila** has teamed up with cult Indian label **Almost Gods** to launch a **limited-edition capsule collection** that blurs the boundaries between performance and narrative-driven design.

Inspired by a **fictional sandstorm universe**, the collection imagines a **brutalist desert world** marked by swirling dust, eclipse-lit skies, and twisted flora. Each garment is designed as a **relic from this imagined landscape**, with silhouettes emphasizing **utility, ritual, and layered proportions**.

“As we grow, both creatively and geographically, we’re becoming more intentional about who we collaborate with,” said **Dhruv Khurana**, creative director of Almost Gods. “Fila felt like a natural partner on both fronts. Their renewed global direction feels fresh while staying true to their rich Italian sportswear heritage.”

For Almost Gods, which has built a loyal following among fashion-forward audiences, the capsule marks a bold step into **international expansion**. For Fila, the partnership highlights a **reinvigorated global vision**, where design and storytelling merge seamlessly with sport.

“As we rebuild Fila around the brand purpose ‘*to unite beauty with sport performance*’, our collaboration with Almost Gods rests at the pinnacle of that purpose,” said **Alisha Malik**, President of Metro Brands Ltd, which manages Fila’s India distribution. “In a marriage of grit and grace, silhouettes like the tennis skirt are reimagined with structure and symbolism, while layered outerwear and statement graphics channel a raw, elemental power.”

The capsule, with its mix of **cinematic storytelling and bold Indian streetwear aesthetics**, not only underscores Fila’s **clay-court legacy** but also gives it a futuristic dimension through the lens of Almost Gods.

With this launch, the collaboration cements itself as a **pivotal cultural moment**—a bridge between Indian creative innovation and global sportswear heritage.

For more style updates & exclusive fashion stories follow indiafashionicon.com