

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

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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.

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