

FILA's India Debut: Concept Store Opens at Mall of Asia

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In a major push to deepen its presence in India's growing premium athleisure and footwear market, **Metro Brands Ltd** has opened **FILA's first dedicated concept store** in the country, located at the **Mall of Asia in Bengaluru**. The launch marks a strategic milestone for the Italian sportswear brand as it expands its footprint beyond multi-brand outlets to a bespoke retail experience.

The new concept store showcases a **design-led retail format inspired by FILA's Italian heritage**, blending performance wear with fashion-forward streetwear and lifestyle pieces. The store's layout is intended to offer customers a **premium brand experience**, with carefully curated product displays and interactive elements that reflect FILA's global identity.

A key feature of the flagship concept is the **central 'Library Wall,'** which highlights limited-edition drops and new season launches, giving shoppers front-row access to exclusive offerings. This retail innovation underscores FILA's ambition to connect with India's youth and urban consumers, who increasingly view sneakers and athleisure as lifestyle staples rather than just sports gear.

Bengaluru — one of India's most cosmopolitan and trend-driven cities — was chosen for the debut concept store to tap into rising demand for premium global brands and dynamic street style. The city's vibrant youth culture and expanding retail landscape make it a logical first stop for international concepts seeking to engage fashion-savvy buyers.

Metro Brands, one of India's leading footwear and lifestyle retailers, has been steadily expanding its international brand partnerships. In recent years, the company has introduced global names to Indian retail spaces while also integrating them with its own portfolio of brands that include Metro Shoes, Mochi and Walkway.

Industry observers say that concept stores like this reflect a broader shift in India's retail environment, where **premium brand experiences and immersive shopping formats** are becoming increasingly important to engage consumers in a post-pandemic era of rising discretionary spending and lifestyle aspirations.

The FILA concept store in Bengaluru is expected to host seasonal launches and curated product showcases, positioning the brand for further **retail expansion in key Indian cities** later this year.

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