



FILA get their tennis range over the net with exciting new band China Bears

Description



We helped sportswear brand **FILA** find the perfect fit for their latest spot in the form of UK indie band **China Bears**'s track **"Sunday"**.

As soon as this brief hit our inbox we knew we had the perfect band for the job. Gorgeous male vocals? Check. Roaring crescendo? Check. Ideal for jumping into a pool fully clothed to? Check check check.

Echoing the **FILA Tennis & Golf** range's cool yet classic aesthetic, **"Sunday"** has a fresh **post-rock** sound with a timeless emotional bite. The spot feels like part fashion film part episode of

Skins, channelling a vision of youthful romance and abandon that plays out as a series of cinematic snapshots.

China Bears released their EP **â??Iâ??ve Never Met Anyone Like Youâ??** on **Fierce Panda Records** (whose notable alumni include **Coldplay** no less) in September and recently concluded their first UK headline tour. Their dreamy indie stylings have gotten them spins on **Steve Lamacq**’s BBC 6Music show, as well as support slots with the likes of **The Big Moon**, **Declan McKenna** and **Gengahr**.

Watch the FILA advert here: