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**World Renown Fashion Brand FILA Selects
The PCA Group for Worldwide Distribution of its Fragrance Line**

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution – has signed an agreement with **iconic Italian brand FILA** for **worldwide distribution** of their **fragrance line**. Some of their fragrances like RED, BLACK and FRESH are already being featured on platforms like Amazon and sold in high end department stores such as Macy's, Dillard's and Nordstrom.

FILA, a leading brand in athleisure wear and accessories, first branched out into the world of fragrance back in 2016 with a self-titled fragrance- Fila by Fila, initially launched for women. The brand has blossomed and now creates scents for both men and women, for both off and on the field. FILA fragrance is long lasting and stylish, made to outlast the competition and designed for any occasion while effortlessly capturing what it means to stay fresh.

"We're honored to work with a brand with as much history behind it as FILA," said The PCA Group President Piyush Golia. "Their reputation speaks for itself, and they made the right choice in choosing us for their distribution needs. Our negative energy warehouse distribution center is completely solar powered and uses the latest technology to ensure we reach trade channels effectively and in a timely manner, in a clean way."

"For worldwide distribution, the choice to partner with The PCA Group was a clear and easy decision," said FILA CEO, Yoon Geun-chang. "They're the leading distributor in the industry and have the resources we need to be successful."

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents, and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on FILA Fragrance, visit www.fila.com.

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