

# **“The public initiative to introduce in "Kosovorotka Day" Russia Folk Fest**

**Community  
Initiative:**



ASSOCIATION OF MANUFACTURERS AND VENDORS OF  
RUSSIAN HOUSEHOLD PRODUCTS AND NATIONAL CLOTHES

**RUSSIAN DOMOSTROY**



**Target  
Audience:**

**The legislative and executive authorities of the Russian Federation at all levels;  
Russian public and religious organizations;  
Citizens of Russia and Russian compatriots living abroad.**

**Moscow, 2019**

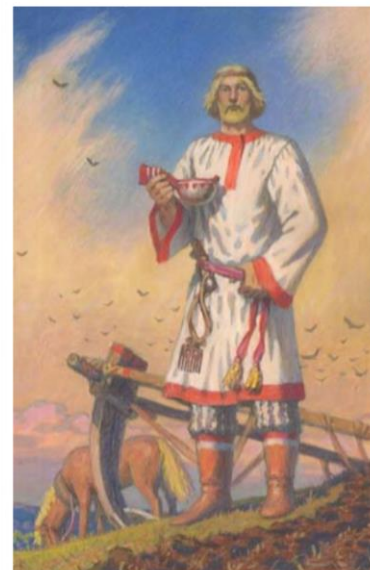
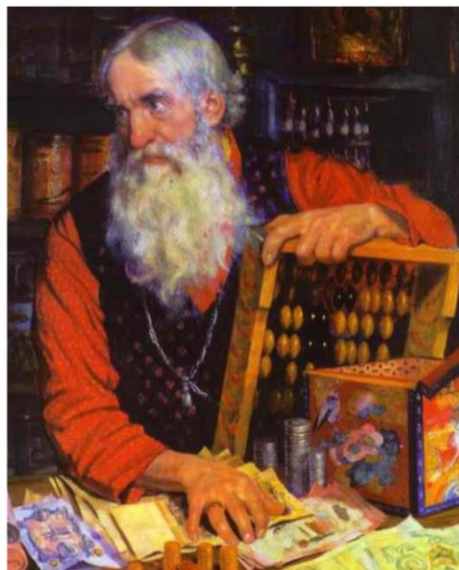
# Kosovorotka: role and place

**Kosovorotka:** one of the main symbols of Russian national identity the people;

**Kosovorotka:** a unique phenomenon of Russian culture;

**Kosovorotka:** a symbol of masculine nobility and beauty;

**Kosovorotka:** has great utilitarian potential. From high fashion to casual dress, and its targeted audience is limitless!





# Kosovorotka: history

The first evidence of the Russian Kosovorotka refers to the annals of XII century, which relate to the ancient Suzdal of the time of the Holy Prince Andrei Bogolyubsky (1111 - 1174). The Grand Duke was the ruler of Vladimir Suzdal Rus, the first Russian Autocrat, in whom political and the economic center of Ancient Russia moved from the South-West to the North-East.

For centuries, the braid was the most common among Russian people's male attire, which has an inter-tabular character: peasants, and city dwellers, nobles and tsars.



"THE FIRST GREAT  
RUSSIAN RUS"  
(V.O. KLYUCHEVSKY)



TSAR IVAN IV VASILJEVICH



TSAR ALEXEY MIKHAILOVICH



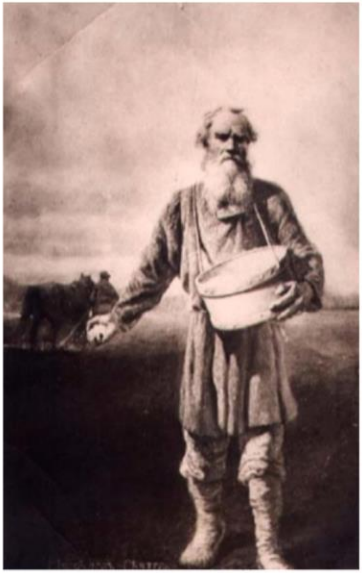
FUTURE EMPEROR PETER I



EMPEROR NICHOLAS II



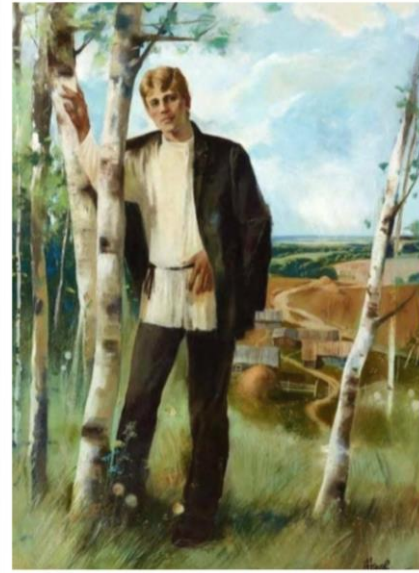
# Kosovorotka: history and modernity



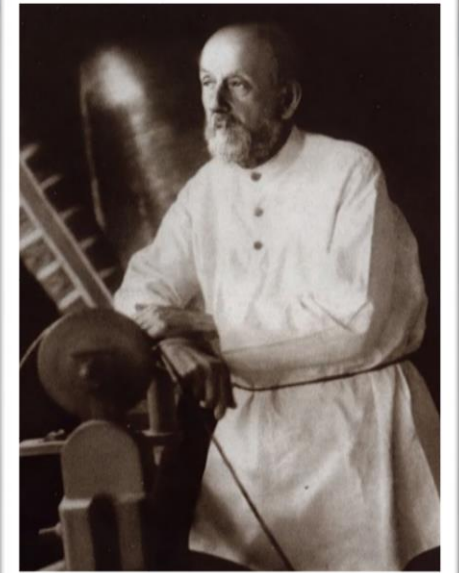
LEO TOLSTOY



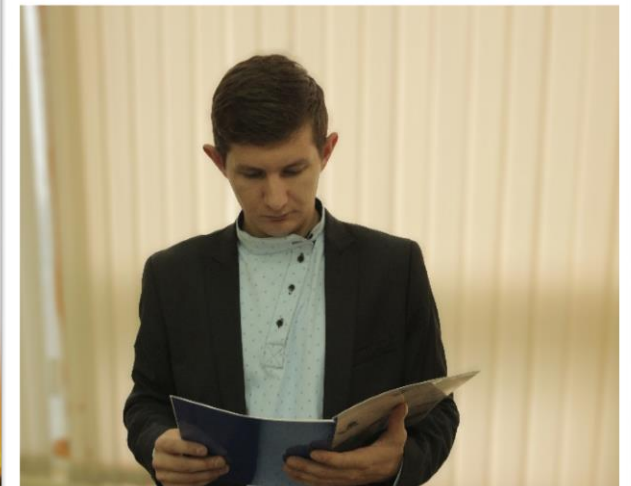
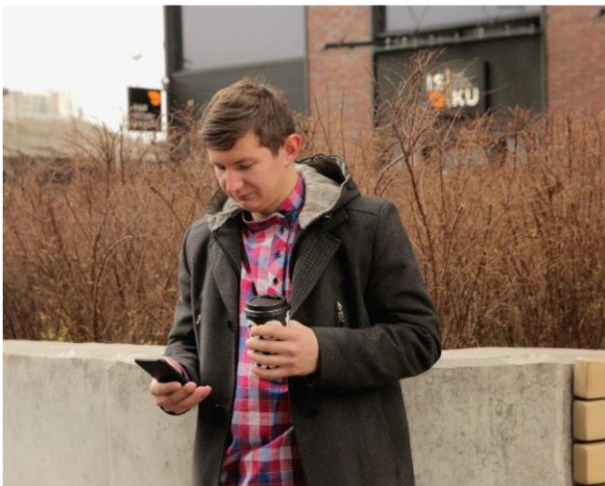
MAXIM GORKY



SERGEI ESENIN



KONSTANTIN TSIOLKOVSKY





# Foreign experience in celebrating national clothes

## Tartan Day - April 6

(Scotland, UK, USA, Canada, Australia)

Tartan - checkered woolen fabric from which it is sewn  
Scottish kilt



## National Kazakh Clothing Day - April 29

(Kazakhstan, regions of Russia where the Kazakh diaspora is present)



## Finnish National Dress Day - August 5

(Finland)





# July 12 - Day of the Apostles Peter and Paul – THE PROPOSED DAY OF ROSOVOROTKA CELEBRATION

Петров  
День



**Petrov Day** in Russian folklore was called the "top" of summer. On this day, the Petrov Fasting ended and the haymaking season began.

Haymaking usually lasted two to three weeks and was considered in a Russian village difficult but festive at times: both women and men dressed for haymaking holiday clothes, after work arranged round dances, games and dances.

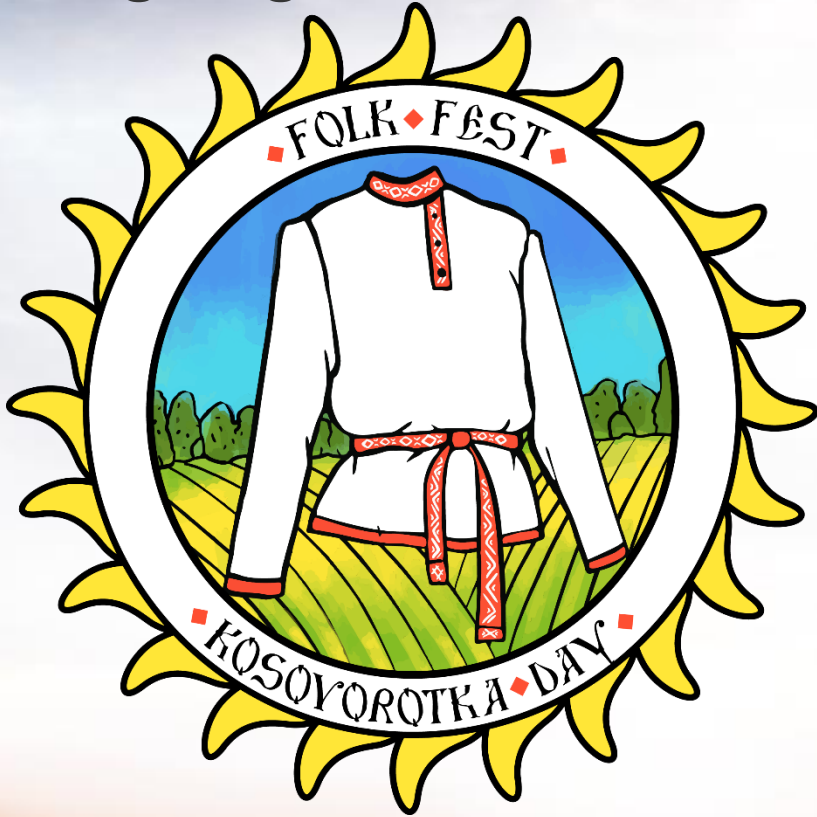
Since ancient times on this day, parents gifted their an adult son with a new kosovorotka in which he went into the world as full-grown adults and hard worker.



# ROSOVOROTKA DAY LOGO

The logo is based on the idea of the graceful trinity of **“Sun of Light”**, giving from the azure height to the universe, its warmth and energy

**“Mothers of the Earth”**, as the mother-nurse of the Russian people, the source of spiritual and material grace, as well as the traditional dress of the Russian people **“Kosovorotka”**, as symbol of masculinity and hard work.



This idea describes one of the oldest bonds of the archetype of Russian Man as a great worker devoted to his historical fate as the Creator and Defender of the Russian State.



# PROJECT IMPLEMENTATION SEQUENCE

\* Letters from the initiators of the public initiative to establish **"Kosovorotka Day"** Russian Folk Fest - **Association "Russian Domostroy"** and **"Nexus of Generations"** Public Foundation - to the **State Duma** and **Council of Federation** asking to support this initiative and accept at meetings of relevant committees of relevant resolutions.

\* Address of the initiators of the public initiative to the leadership of the **Russian Orthodox Church Moscow Patriarchate** and the **Russian Orthodox Old Believer Church** with a request to support this initiative and bless it.

\* Formation of the **Organizing Committee** of the Project with the involvement of its members the most authoritative public figures of Russia and representatives foreign Russian communities.

\* Appeal of the Project **Organizing Committee** to regional and municipalexecutive bodies asking to support the initiative and hold **Kosovorotka Day's celebration on July 12, 2020**

