



## **DRESS IN RUSSIA**

**Director(s): Vladimir TCHERNINE, Olivier MONTORO**

**Writer(s): Vladimir TCHERNINE**

In Russia, we learn how to dress for -30° and to undress for +25°.

We meet the participants of the "Fashion tribunal", a TV show that gives a verdict on dress and we admire splendid CCCP t-shirts, the latest outfit for Soviet revival fashionistas.

It's still possible to unearth the men in grey, with crepe-soled shoes and sturdy coats - they're alive and well, reminiscent of Communist Russia. Just like the babouchkas who nag when you don't wear a hat.

We discover a thousand and one chapkas the height and volume of which indicate the prestige of the owner.

We run into Oligarchs dressed in ill-assorted designer labels who make us wonder about a society without any culture of taste or fashion... where, in order to "look good" you need above all to "look expensive". But you'll also meet peasants in heavy boots and padded coats who don't give a toss about taste or fashion.

---

Categorie(s): Discovery & Nature, Travel, Sport & Adventure, Collections - Series

Tag(s): Ethnography/Civilization, Fashion, people & places

Producer(s): POINT DU JOUR

Coproducer(s): ARTE France

Length: 1x26 / Format: One-off

Original version: French

Versions available: International

Nationality: France, 2008

Rights: all media, world

Support(s): SD "Digital 16/9"

<http://www.pointdujour-international.com/catalogueFiche.php?idFiche=38132&lang=en>