

Russian Fashion Store Launches Novorossia Bikinis to End War in Ukraine

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Customers can buy anything from bikinis to bags featuring the separatist flag.

As fighting continues in eastern Ukraine and a shaky cease-fire deal reached in Minsk seems increasingly fragile, a Russian store has released a "separatist" swimwear collection in its own bid to bring peace to the region.

The [Voyenpro](#) online store, which specializes in military- and patriotic-themed goods, has named its latest collection "World of Novorossia," in reference to a Tsarist-era region that formerly comprised all of modern southern Ukraine and is now used by Moscow to refer to rebel-held territory.

Customers can buy anything from bikinis to bags featuring the separatist flag or the red, blue and black colors of the unofficial Novorossia confederation of Luhansk and Donetsk people's republics (LDR and DPR).

"[Our] Novorossia and DPR swimsuits and bikinis will draw attention to girls on the beaches of Crimea, and other Russian and foreign resorts," the designers say on their website.

The store owners do not cater exclusively to women — pacifiers and teddy bears for children and men's watches and sweaters are also in stock. Some goods also come in Ukraine's blue-and-yellow colors, including a packet of condoms and a roll of toilet paper.

"Give Novorossia and DPR presents to your loved ones and think about peace!" the designers said on their website, adding that the collection was intended to promote an end to fighting and a return to peaceful life in eastern Ukraine.

But despite the large collection of products offered on the site, the majority of goods are not yet ready to be shipped. Currently, customers can only buy a Novorossia war medal for 899 rubles (\$14).

Voyenpro is not the first company to spot a money-making opportunity in the midst of the Ukraine crisis.

It was announced last week that a Moscow-based travel operator was planning to offer guided tours of the Donetsk and Luhansk regions, with a four-day tour costing about \$2,000–\$3,000.

For that price, holidaymakers will be provided with an armored vehicle that could "comfortably" accommodate five to seven people, a local driver and guide, and bodyguards from an unspecified private security firm, Izvestia reported.

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