The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Russian Olympic Team Drops Kit Designers Bosco for Top FSB Official's Daughter

February 03, 2017



Maxim Stulov / Vedomosti

Forget doping scandals. Russian sport's true tradition is eye-watering Olympic sportswear.

Sadly, Russia's Olympic Committee has officially ended their partnership with Bosco Sport: the company behind unforgettable designs such the 2014 Sochi Olympic Games technicolor ski coats.

Embed:

> And this is it! The official uniform for #Sochi2014 volunteers and staff! RT if you like it! #100daystogo pic.twitter.com/mOQZgSyyJi
>
> — Sochi 2014 (@Sochi2014) October 30, 2013

Embed:

A photo posted by BOSCOFresh (@bosco_ru) on Aug 22, 2016 at 10:25am PDT

Moscow-based designer Anastasia Zadorina will be replacing Bosco. Zadorina will dress the team for the next eight years, or until the 2022 Winter Olympics in Beijing.

Embed:

A photo posted by anastasiAZadorina (@anastasia_zadorina) on Jan 18, 2017 at 11:29pm PST

With an Instagram page brimming with sheer gowns and dazzling all-white ensembles, Zadorina may not initially seem like the obvious choice to steal Bosco's sporting crown.

Embed:

A photo posted by anastasiAZadorina (@anastasia_zadorina) on Apr 18, 2016 at 4:04am PDT

Embed:

A photo posted by anastasiAZadorina (@anastasia_zadorina) on Jun 12, 2016 at 2:32am PDT

Her sportswear company, ZA Sport, was only founded in 2012: the year that saw Russian athletes dazzle the London Olympic Games with their devastatingly bright red and white tracksuits.

But the budding company has still managed to snag some major deals, designing the kit for the Dynamo Moscow's volleyball team.

Embed:

A photo posted by @zasport on Apr 4, 2013 at 6:02am PDT

Zadorina also happens to be fiercely pro-Kremlin. She launched her own line of patriotic clothing in the wake of the Crimean crisis in 2014.

As Western nations imposed sanctions on Russian businesses and banks, Zadorina toured Moscow to promote her patriotic t-shirts, branded with slogans such as, "sanctions don't bother my Iskander [missile launchers]."

Embed:

Zadorina's father also happens to be a top official for Russia's Federal Security service (FSB.) He is the director of FSB's logistics department.

Embed:

A photo posted by anastasiAZadorina (@anastasia_zadorina) on Jan 2, 2017 at 2:59am PST

The deal is set to send shockwaves through the Russian fashion world, and dwarf any contract that ZA Sports has secured so far. Experts believe that Bosco netted a cool $120 million during its time dressing the Olympic team.

Zadorina's first kit will make its debut at the 2018 Winter Olympics in South Korea. However, with Russia's Paralympic team already barred from qualification events, the number of athletes left to wear them may still be under question.

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