The Moscow Times
30 YEARS
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Russia's Latest Instagram Trend: Renting Hundreds of Roses for the Ultimate Selfie

March 06, 2017



Rosekrsk / Instagram

Forget filters or photoshop: Russians are now renting giant bouquets of roses in a bid to wow their followers as part of the country's hottest new social media trend.

Instead of relying on relatives for envy-inspiring gifts, aspiring models are taking matters into their own hands: renting flowers in advance to ensure they get the ultimate selfie.

Embed:

A post shared by Аренда цветов на 8 марта Мск (@arendatsvetov) on Mar 5, 2017 at 9:40pm PST

For a standard fee of 1000 rubles ($17.20), Instagram-addicts can rent a bouquet of 101 roses for a 10-minute modelling session.

Pop-up companies are advertising the deal on social media as the perfect treat for Women's Day on March 8: a holiday often celebrated as the Russian equivalent to Valentine's Day. Many are urging women to seize the chance to be "the envy of their followers."

Embed:

A post shared by Аренда Роз Для Фото Гатчина (@rentroses_gtn) on Mar 5, 2017 at 8:48pm PST

For an added touch of rented glamor, women can also pay to pose with empty shopping bags from top design brands or luxury Moscow department store TSUM.

Embed:

A post shared by Rose Addicts (@rose_addicts) on Oct 1, 2016 at 6:31pm PDT

March 8, or International Women's Day, has been celebrated in Russia since 1913.

While many countries use the occasion to champion women's rights, the Russian holiday is a closer equivalent to Mother's Day or Valentine's Day. The festivities usually see men present gifts of candy and flowers to their wives, girlfriends, or mothers.

Related article: 8 Novel Ideas for Women's Day

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