

Russia's Latest Instagram Trend: Renting Hundreds of Roses for the Ultimate Selfie

March 06, 2017

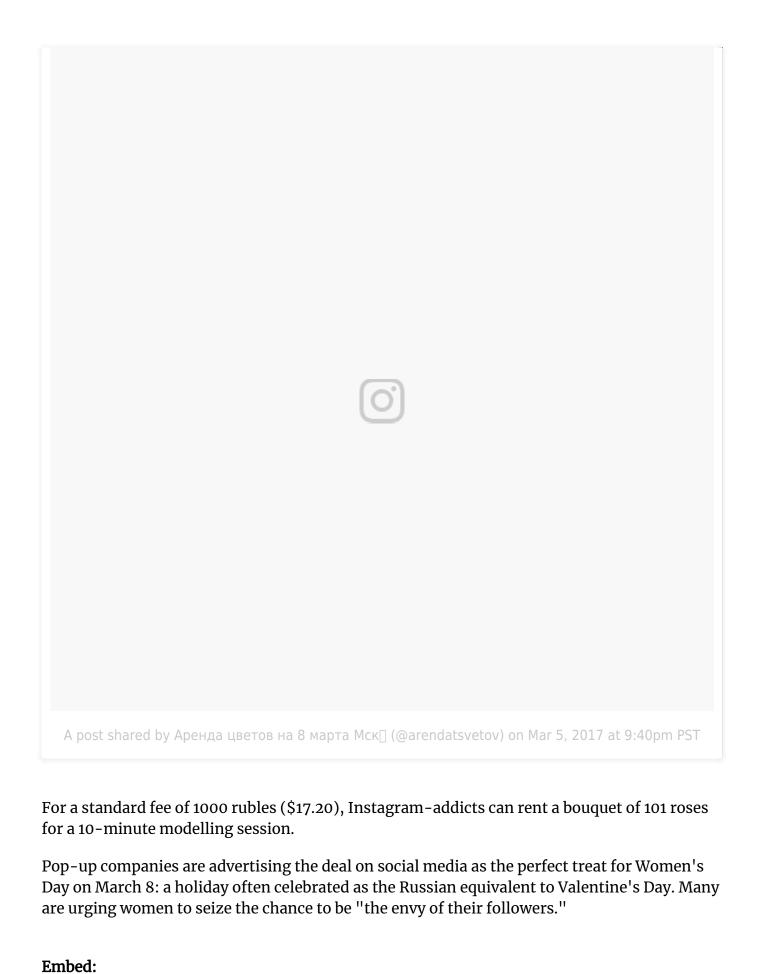


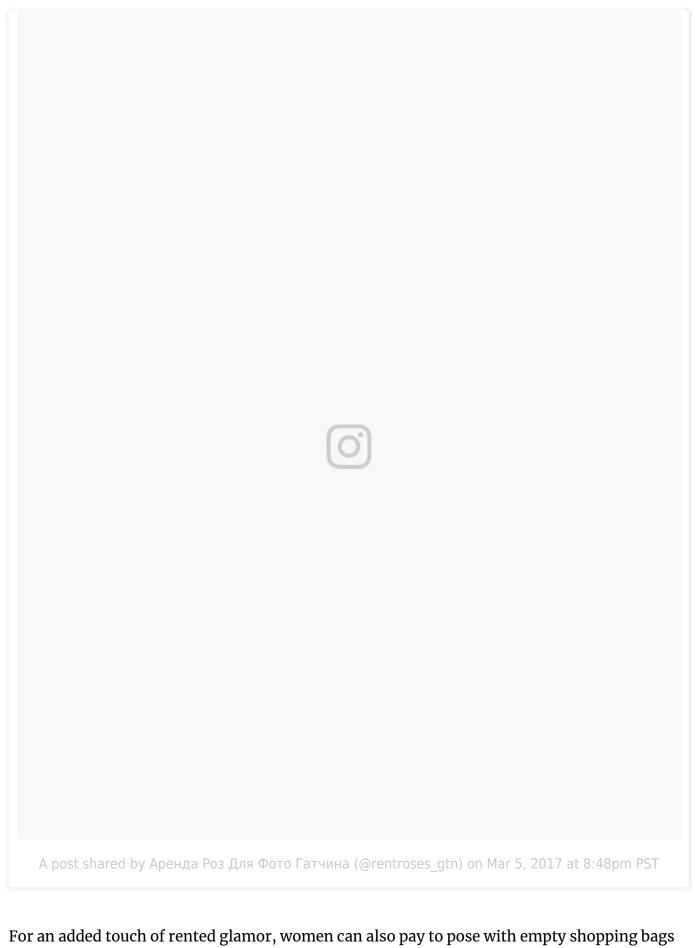
Rosekrsk / Instagram

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.

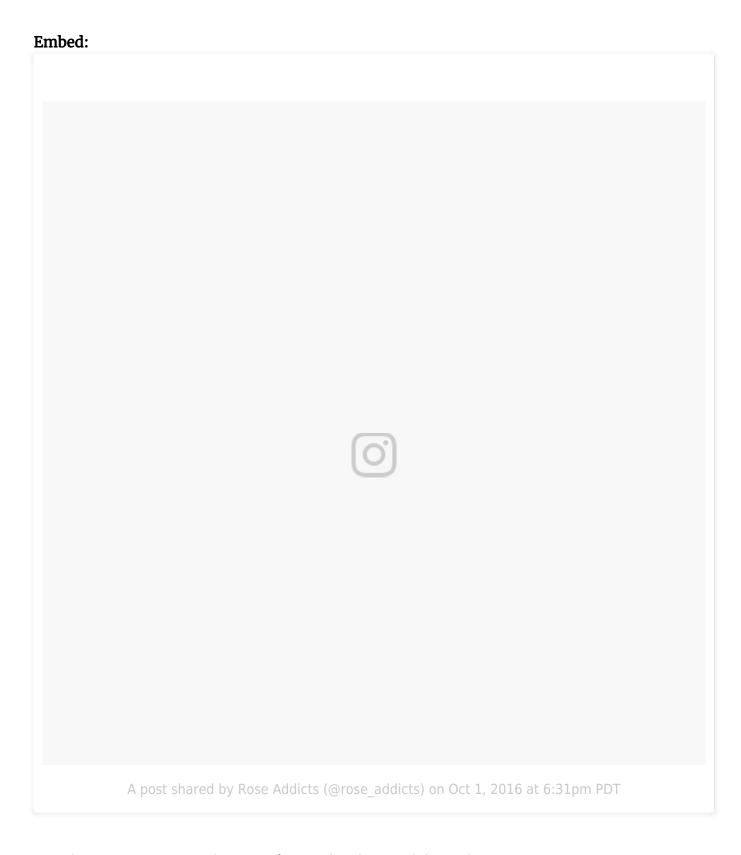
Instead of relying on relatives for envy-inspiring gifts, aspiring models are taking matters into their own hands: renting flowers in advance to ensure they get the ultimate selfie.

Embed:			





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.



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

Original url:

https://www.themoscowtimes.com/2017/03/06/russias-hottest-new-instagram-trend-revealed-renting-hundreds-of-roses-for-the-ultimate-selfie-a57341