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Carpet Craze Inspires Russian Football Club's New Jersey

August 23, 2018



FC Rostov

A Russian football club has unveiled an alternative football jersey featuring a carpet, following a carpet craze among its fans on social media.

A red-brown-and-yellow wall carpet, a symbol of Soviet domestic life, became Rostov FC's unofficial symbol after a fan was spotted bringing one with him to a game over the weekend to cheer on the club.

Embed:

> ⊠⊠⊠⊠⊠
> 500 лайков и мы постелем такой на нашей базе pic.twitter.com/PuhSQm9jYM
>
> — Football Club Rostov (@rostovfc) August 19, 2018

Inspired by his unconventional banner that social media users say helped the side beat FC Yenisey Krasnoyarsk 4-0, Rostov FC adopted the rug as a new talisman featuring at their training ground.

Following an enthusiastic response to the move among fans, the club announced the release of a limited edition carpet-themed football jersey for the new season.

Within a day of the announcement, the club said it sold 500 of the alternative kits, which can be pre-ordered on the club's website for 2,500 rubles ($36).

Embed:

> ⊠⊠⊠⊠⊠
>
> Представляем вашему вниманию 4-й комплект игровой формы на сезон 2018/19!
>
> ⊠⊠⊠⊠⊠⊠
>
> Уже сейчас открыт предзаказ на эксклюзивную ковровую коллекцию от нашего клуба!
>
> Предзаказ можно сделать в ЛС официальной группы вк:
> https://t.co/yHXpGfudkt pic.twitter.com/lCXaj2Ebv1
>
> — Football Club Rostov (@rostovfc) 21 августа 2018 г.

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