

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:

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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:

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Представляем вашему вниманию 4-й комплект игровой формы на сезон 2018/19!

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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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