The Moscow Times
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Russian Firm Under Attack for Offering 'Femininity Bonuses'

May 31, 2019



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A Russian metals company has earned global infamy for offering its female employees bonuses to wear skirts and makeup to work over the next month.

The republic of Tatarstan-based aluminum maker Tatprof launched what it calls a "femininity marathon" this week to "brighten up" the male-dominated workplace. Women employees will be paid 100 rubles ($1.50) for sending the company a picture of themselves in a skirt and makeup in the workplace.

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Tatprof's CEO "is very concerned about the mixing of gender roles" and "wants to preserve the feminine side" of his female staffers, a representative told Tatarstan's Business Online news website Tuesday.

"[Tatprof CEO Sergei Rachkov] doesn't want ladies to wear male hairstyles and change into pants, but to do handicrafts and put all their warmth into educating children," the representative, Anastasia Kirillova, said.

Prominent feminist Zalina Marshenkulova called the company's femininity drive "news out of the Middle Ages."

Tatprof's social media was inundated with comments accusing it of sexism after the controversial bonus offer received international coverage.

In June, Tatneft's press service said it plans to continue its femininity drive with events that include a "fastest dumpling-maker" contest. Male staffers, meanwhile, were reported to have participated in pull-up competitions in April.

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