

Russian Firm Under Attack for Offering 'Femininity Bonuses'

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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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