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Brat Summer: The Meme of the Season Comes to Russia

August 21, 2024



russiansinlondon / Instragram

If you've been on the internet lately, then you've no doubt come across the term "Brat Summer" — a riff on British popstar Charli XCX's hit new album "Brat." With its distinctive slime-green cover, the album has spawned countless memes, from Kamala Harris and the coconut tree to Pride memes and everything in between.

But what is a Brat Summer, you say?

"You're just like that girl who is a little messy and likes to party and maybe says some, like, dumb things sometimes, who feels herself but maybe also has a breakdown," Charli XCX said on TikTok.

"But kind of, like, parties through it, is very honest, very blunt. A little bit volatile. Like, does dumb things. But it's brat. You're brat. That's brat," the artist continued.

Unsurprisingly, the Brat meme craze has made its way to the Russian internet. Though, as

with everything, users in Russia have added their own twist on what it means to have a Brat Summer.

Here's a look at some of our favorite Russian Brat memes:

A Brat Summer starter pack with Russian dacha essentials. It has everything: a babushka in green, okroshka soup with kefir, Dostoevsky's "The Brothers Karamazov," pickles, tarragon soda, pistachio ice cream and more.

Embed:

View this post on Instagram

A post shared by Russians in London (@russiansinlondon)

This user asks an important question: was Soviet leader Leonid Brezhnev brat?

Embed:

> was he brat? pic.twitter.com/GRTnivHhF9
>
> — Reconstructionist (@un_a_valeable) August 11, 2024

Some Russian users have made references to the “We have food at home” meme. (Google that if you don’t know it).

This user wrote: “Brat Summer? We have Brat Summer at home” above a photo of a wristband for the Cucumber Festival, an annual summer celebration of the town of Suzdal's famed cucumbers.

Embed:

> brat summer? у нас есть brat summer дома: pic.twitter.com/X9JhgA4TyB
>
> — бимбо пропаганда (@archi_shark) July 14, 2024

Here, “Brat at home” is a green folder used for keeping important documents safe, like those used in criminal investigations.

Embed:

> У нас есть brat дома: pic.twitter.com/l22VeC7qKl
>
> — Ĩ▪▪ ▪▪▪▪▪▪▪▪▪▪K▪▪▪▪ń▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪o▪▪▪▪w▪▪▪▪▪▪▪▪▪▪▪▪ (@nxvtt) June 25, 2024

Predictably, the meme spawned a flurry of references to the cult-classic film “Brother,” or “Брат” in Russian.

This user writes: “I fixed it”

Embed:

> я исправила pic.twitter.com/sArlph1MSG
>
> — what the heaven?! (@galilleofigaro) August 10, 2024

Embed:

> Having a Брат Summer (aimless wandering) pic.twitter.com/394xtyI8zI
>
> — Justin Tomczyk (@JustinTomczyk1) July 25, 2024

“Брат” also means “bro” in Russian.

Embed:

> БРАТ summer pic.twitter.com/ISvJQE7W6R
>
> — ⊠ — Михаил (@waveringwill) August 16, 2024

“Brat Summer” in response to recently freed opposition politician Ilya Yashin posting his prison badge and writing about the time he spent in Russian prison.

Embed:

> brat summer
>
> — королева ворда (@mmmmmmmmm_ddddd) August 20, 2024

A video edit of the popular Russian adult cartoon Masyanya, who has also been deemed to be “brat.”

Embed:

> MASYANYA IS BRAT pic.twitter.com/LUs5459zrb
>
> — лера б. (@belymbelo) August 8, 2024

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