

As Moscow Temperatures Drop, Putin-Themed Warm-Wear Makes Waves

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Muscovites can keep warm while celebrating Vladimir Putin's birthday thanks to a new line of warm-wear bearing the president's image that went on sale in Moscow on Monday evening.

Putin sweatshirts — featuring the president taking part in his favorite pastimes like hockey, fishing and posing with an Amur tiger — went on sale at the GUM shopping mall on Red Square on the eve of the president's 62nd birthday.

The sweatshirts' designers, Anna Yevfremova and Ivan Yershov, were also behind the Putin t-shirts sold in the posh department store in June, ahead of Russian Unity Day.

At the time their t-shirts were released, the designers told the TASS state news agency that they had found inspiration for the collection in Russia's success at the Sochi Winter Olympics, the "reunification" of Crimea and Russia, and team Russia's gold medal at the 2014 World Hockey Championship.

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