

Russian Bakery's Ad with Timothée Chalamet Lookalike Takes the Cake

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Moscow-based TikTokker Artyom Privalov stars in Tsekh 85's ad for its new "Chalamet" pastry. [tseh85 / instagram](#)

A St. Petersburg bakery is taking the Russian-speaking internet by storm with its new ads that feature Timothée Chalamet...or at least the closest thing to the "Dune" star.

With his dark, curly hair and chiseled yet delicate bone structure, Moscow-based TikTokker Artyom Privalov is the spitting image of the internet's favorite crush — so much so that he's already been [nicknamed](#) "Timofei Chalamov."

As Privalov poses and stares longingly at a peach pastry for the Tsekh 85 bakery's social media ad campaign, viewers could be forgiven for thinking they're watching the film "Call Me By Your Name" all over again.

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Tsekh 85 is known for its bright, attention-grabbing marketing, but the campaign referencing the movie's steamy scene involving a peach has taken the cake with social media users.

“Call me by your bun,” one [tweeted](#) alongside a peach emoji.

“Chalamet for any budget is cool, of course,” another [wrote](#).

The “fragrant puff pastry, delicate cream and juicy peach” is named “Chalamet,” naturally, and costs 90 rubles (\$1.20).

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