

Youth and subcultures in Russia

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Russian subcultures in 2023

Sports and ofniks

It is no coincidence that sports are associated with athletes. In most cases, these are physically prepared young people who are fond of martial arts. This concept is fixed for teenagers who play sports, hang on horizontal bars in the summer, try to adhere to a healthy lifestyle, although it does not always work out. You can recognize sportik by sportswear: sneakers, football-style narrowed trousers (more often Adidas classics). Sports gather at food courts in the shopping center, on sports grounds in residential areas. Ofniks are not much different from sporties in appearance, except that some of them can afford branded clothing. They don't mind playing sports, but often solely for the sake of preparing for a mass brawl. Ofniki is a new incarnation of the football fan movement, its participants solve issues exclusively with their fists.



Animeshniki

Animeshniki are fans of Japanese animation and comics. Often representatives of this subculture communicate in small groups based on their passion for a particular cartoon or even a character. The appearance of the animeshnik depends on the direction in which he is fond of. For example, the participants of "Redan" wear ordinary sneakers, cropped plaid trousers and T—shirts or hoodies with the image of a spider on the back (inside the spider is an ordinal number). If a teenager is dressed in ordinary clothes, then you can recognize an animeshnik in him by his hairstyle — often the hair is longer than usual, dyed in most cases black or white. Representatives of this subculture gather mainly at gatherings, where they take pictures with each other, shoot videos, communicate.





Drainers

A relatively new youth movement based on a passion for cloud rap. The peak of the subculture's popularity occurred in 2021. Drainers are a modern symbiosis of emo and goth. They are characterized by a gloomy perception of reality, depressive states, detachment and unsociability. Often they can be found on food courts in large shopping centers. A typical drainer dresses in all black, but in white sneakers. Sometimes young people depart from the standard style, preferring plaid pants, oversize T-shirts, scarves with thematic patterns. The image is complemented by metal chains that are attached to clothes or worn around the neck.



Alt-girls

Alt-girls are girls with extremely bright appearance. Initially, this is a movement of supporters of the "alternative "TikTok", who decided to stand out against the gray mass when the social network gained huge popularity. Alt-girl's style of clothing is a mixture of elements of EMO, punk, ready—made clothing: everything is the brightest and most pretentious. A typical representative of this subculture wears oversize clothes, her hair is necessarily dyed in an acid-bright color, and expressive makeup is on her face. For alt-girl, there are no such concepts as minimalism or moderation. Therefore, in a bright image, she can be seen both at a themed party and just walking around in the center.

Gamers



The subculture of gamers unites fans of computer games. Gamers spend long hours playing games, discussing strategies and passing on the Internet, participating in online tournaments. This subculture has its own jargon, its idols and even its own sports competitions — esports.

egirl



eboy



E-boys/E-girls
(from the English
"Electronic
boys/girls")

Occurred and gained popularity around 2019-2020, mainly thanks to the TikTok platform. This is a subculture of teenagers and young people who actively use social networks and have a certain style inspired by the skate culture, Gothic style and the style of the 90s.

K-pop stans

K-pop (K-pop) is an abbreviation of Korean pop music, which has become popular around the world in recent decades. The K-pop subculture is a phenomenon around which a group of people has formed, united by a common interest in Korean popular music and everything related to it.



Thanks for attention