



15th April 2017

25th Miss Russia Final

On April 15th, Russian Standard Holding hosted the 25th final of Russia's national beauty pageant Miss Russia.

The winner, 21-year old Polina Popova from the Ural Region, surpassed 50 finalists to be crowned Miss Russia 2017, receiving a 3 mln rubles cash prize from Russian Standard Bank and the right to wear the diamond-encrusted, million-dollar Miss Russia crown.

The show was accompanied with performances by Russia's most popular singers, such as "Russian Britney Spears" Nyusha and People's Artist of Russia Dmitry Malikov.

The jury of the 25th anniversary final included: legendary photographer Jonathan Becker, six-time World Cup winner in rhythmic gymnastics, TV hostess Lyaysan Utyasheva, Miss Russia 2001, Miss Universe 2002, TV presenter Oksana Fedorova, designer Igor Chapurin, Miss Russia 2015, 1st Vice-Miss World 2015, model and actress Sofia Nikitchuk and Miss Russia 2007, Miss World 2008 Ksenia Sukhinova.

During the contest and at the exclusive after party, guests enjoyed refreshing Russian Standard Vodka cocktails and legendary Italian sparkling wine from Gancia. Spirits offered by Remy Cointreau including Metaxa, Bruichladdich, Remy Martin and cocktails by Cointreau were also very popular among the guests of this fantastic show.