

Title: Business for Pleasure Representations of New Rich Women in Contemporary Russian Popular Media

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The term *Rublevka*, signifying the luxury living district located in the South-West of Moscow, has in contemporary Russian popular discourse become not only the synonym of the New Russian life style, but also the connecting concept between the business elite and glamour culture, namely, oligarchs and gossip queens. The year 2007 can be regarded as the peak year of “Rublevka representations” on Russian television. That year the audience was greeted with several fiction and non-fiction representations about the life style of the New Rich; NTV broadcasted the drama serial *Rublevka Live* and the documentary film *Rublevskie zheny*. Also the reality show *Putevka na Rublevku* could be watched on Russian Music TV, in which young girls from provinces were brought to competition for the heart and money of real oligarchs. All these productions were aimed at young female viewers, and in this way they can be seen as a continuation of the same media discourse as the literary production of Oksana Robski, especially her debut *Ca\$ual* in 2005, presents — feminization and “glamorization” of the image of the Russian New Rich (Mesropova, 2009).

This paper will demonstrate how the image of the New rich woman, on which the representations of popular media (television, glossies and literature) heavily rely on in today’s Russia, works at the crossroads of negotiations on class, gender and generation. The image can be seen also as the battlefield between the “postmodern” and “neo-traditional” types of femininity, as the Rublevka wife becomes characterized through the possibility of being a supported (house)wife and a business woman in one person.

Mesropova Olga, “‘The Discreet Charm of the Russian Bourgeoisie’: Oksana Robski and Glamour in Russian Popular Literature.” *The Russian Review* 68 (January 2009): 89–101.