

RUSSIAN FOLK DOLLS

JA-YE COMPANY BARYNYA



BARYNYA



Junior
Achievement[®]
Young
Enterprise

R U S S I A

Our Team:



Production: Tatiana Pavlenok



Finance: Denis Vasilyev



Marketing: Grigory Farenik



President: Oxana Gorodnik

Meet our team of creative, motivated young people eager to make a positive and meaningful change and make our world a better place.



Our Mission:

- **Our mission is to study the fundamentals of business and economics, to be more competent and capable to use our enterprise potential.**
- **To this end, we created a company that manufactures a product with an environmental and social impact and revives an almost lost folk craft tradition.**
- **Gained profits go to charity.**

Our Product

A fan decoration, an amulet or gift for luck, wealth and health or an amusing souvenir

Our Russian Folk Textile Dolls are handmade and filled with a variety of herbs to use as tea, sachets and cosmetics.

Each Doll is accompanied by a card describing the doll's history and the herb purpose.



Two traditions rolled into one product!



Russian textile dolls refer back to folk craft tradition. Such dolls were always handmade, dedicated to a particular person or event (such as welcome, wedding, birth), or simple gifts believed to bring luck, wealth and health

Russians rely upon their ancestral wisdom and rich folk tradition of herbal cosmetics and healing and use herbal infusions and teas to maintain general well-being.



Herb Textile Dolls

Our Textile and filled with a variety of herbs to use as tea, sachets and cosmetics.



Our Product Purpose and Advantages:



A fan decoration, an amulet or gift for luck, wealth and health or an amusing souvenir teaching about Russian folk craft traditions.

We use proceeds from our activities for charity

We developed master-classes to share our know-how with unemployed and elderly people, especially in rural areas so they can gain new skills and apply them to have new chance for new creative occupation and new income.





**FABRIC FOR THE DOLL' S BODY
(15 * 15 18 * 18)**

**A WHITE CLOTH FOR A HEAD
AND A BLOUSE (15 * 15 18 * 18)**

**SCRAPS OF FABRIC, RIBBONS,
COLORED YARN FOR THE
COSTUME DESIGN**

NEEDLES

**WOOL, WADDING, PADDING
POLYESTER**

PVA GLUE, SCISSORS

To make the doll itself, we need:

Each Doll is Unique!

- Textile Dolls are handmade!
- Each Doll is accompanied by a card describing the doll's history and the herb purpose.
- Traditionally, Russian textile dolls are "faceless", to prevent access for evil powers and thus serve as amulets to the owners.
- Some textile dolls, filled with herbs, such as chamomile, yarrow and others, were used for healing



Amulet Textile Dolls



The doll dresses are always bright-colored and feature meaningful magic symbols to bring the owner luck, wealth and health.

The doll makes a perfect gift for various occasions such as welcome, wedding, birth and other events, as well as for Christmas and Easter.



Red-Faced Easter Dolls

Day & Night Christmas Dolls



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Thank you for your attention!
JA-YE Company Barynya
Russia, Moscow



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