

ИНФОРМАЦИОННОЕ ПИСЬМО 1



- ❖ Популяризация национальных, историко-культурных, духовных ценностей и традиций;
- ❖ Презентация созданных с их использованием современных промышленных и продовольственных товаров;
- ❖ Демонстрация перспектив использования льна для различных областей экономики.

В ПРОГРАММЕ:

26 июня 2026 года:

- ❖ Презентация участников проекта;
- ❖ Бизнес-встречи с руководителями г. Минска, представителями профильных министерств и ведомств, бизнес-сообщества (по отдельной программе);
- ❖ Открытие фото- и художественной выставок **«ИЗУМЛЁННЫЙ край»** (Минская городская ратуша)

27-28 июня 2026 года

- ❖ Финал конкурса детских модельных агентств **«ЛЯНОЧАК»**;
- ❖ Финал конкурса дизайнеров из Беларуси и зарубежья **«РОДНАЕ МОДНАЕ»**;
- ❖ **ИНТЕРАКТИВНЫЙ СПЕКТАКЛЬ** с шоу-показом одежды белорусских дизайнеров и гостей фестиваля;
- ❖ **БРЕНД-ПОКАЗ** коллекций белорусских дизайнеров, производителей и гостей фестиваля;
- ❖ **ПОКАЗ** коллекций участников фестивалей моды из Беларуси и зарубежья;
- ❖ Выставка-продажа **«НАЦИОНАЛЬНЫЙ СТИЛЬ»**;
- ❖ Торговые павильоны с продовольственными товарами и дегустацией продуктов из льна **«ЕЖА з СЭНСАМ»**.



МІНСКІ АГЛАСАВАЛЬНЫ КОМІТЕТ

ФАЛЬКОВІЧ

ІНСТІТУТ



БЕЛБРЕНД
АУДИТ



www.belbrandaudit.by/svyata-lnu/



belbrandaudit@gmail.com

Information Letter

“SVYATA LNU.RODNAE MODNAE” (The Festival of Flax and Linen)

On June 27–28, 2026, the final events of the **4th International Festival “SVYATA LNU. RODNAE MODNAE”** (The Festival of Flax and Linen in 2026) will take place in the historic part of Minsk (Upper Town).



SVYATA LNU in 2026:

- ❖ Promotion of national, historical, cultural values and traditions;
- ❖ Presentation of modern industrial and food products based on these values and traditions;
- ❖ Exploring the potential of flax and linen across a wide range of economic sectors.

For the first time SVYATA LNU took place in March-April 2023. From 2023 to 2025, the RODNAE MODNAE contest and brand shows featured over 100 collections by Belarusian and international designers and enterprises.

In 2025, the events were attended by representatives of embassies and public organizations from Tajikistan, Uzbekistan, Pakistan, Russia, Serbia, Bulgaria, Switzerland, Moldova, the Kingdom of Spain, the Court of the Eurasian Economic Union, and the Office of the United Nations High Commissioner for Refugees in the Republic of Belarus. The contests and brand shows brought together enterprises, designers, and folk artists from Belarus, the Russian Federation, Kazakhstan, Uzbekistan, Turkey, Iran, Turkmenistan, and Nigeria.

A hallmark of SVYATA LNU is the presentation of joint collections by Belarusian and international designers. In 2025, Fashion Center OJSC presented outfits created in collaboration with designers from Kazan and Torzhok, who were participants of SVYATA LNU in 2023 and 2024. The “Splendour of the East” and “International Belarus” collections were created by designers from Belarus, Uzbekistan, Turkey, Iran, Turkmenistan, and Nigeria.

EVENT PROGRAMME:

June 26, 2026

- ❖ The presentation of the festival participants;
- ❖ Business meetings with Minsk city officials, representatives of relevant ministries, agencies, and the business community (following a separate programme);
- ❖ The opening of the photo and fine art exhibitions “**FLAXinated Land**” (“Izumlennyi Krai”) (Minsk City Hall)

June 27–28, 2026

- ❖ The Final of the children's modelling agency contest “**LIANOCHAK**”;
- ❖ The Final of the contest for Belarusian and international designers “**RODNAE MODNAE**”;
- ❖ **The INTERACTIVE PERFORMANCE** featuring a fashion show of collections by Belarusian designers and festival guests;
- ❖ **The BRAND SHOW** of collections by Belarusian designers, enterprises, and festival guests;
- ❖ **The FASHION SHOW** of collections by participants of fashion festivals from Belarus and abroad;
- ❖ Exhibitions and sales of linen and flax products “**NATIONAL STYLE**”;
- ❖ Outdoor stalls with linen- and flax-based products and tasting events “**FOOD WITH THOUGHT**” (“EZHA Z SENSAM”);
- ❖ Live music and entertainment programme.



МИНСКИЙ ГОРОДСКОЙ
ИСПОЛНИТЕЛЬНЫЙ КОМИТЕТ

ФАЛЬКОВИЧ



БЕЛБРЕНД
АУДИТ

Organizing Committee contacts:

belbrandaudit@gmail.com,

+375 (29) 107-01-82 (Valentina Dynich), +375 (29) 212-96-11 (Victoria Belorusova)