

Общество с ограниченной  
ответственностью  
"Крестецкая строчка"  
175460, Россия,  
Новгородская область,  
п. Крестцы, Крестецкий р-н,  
ул. Новохоловская, д. 6  
тел. 8800-550-22-13  
+7921-897-57-99  
e-mail: [info@krstrochka.ru](mailto:info@krstrochka.ru)



KRESTETSKAYA  
STROCHKA LLC.  
175460, RUSSIA  
Novgorod region, p. Kresttsy  
Krestetsky r.  
6, Novoholovskaya st.  
tel. 8800-550-22-13  
+7921-897-57-99  
e-mail: [info@krstrochka.ru](mailto:info@krstrochka.ru)

**«КРЕСТЕЦКАЯ СТРОЧКА»**

[krstrochka.ru](http://krstrochka.ru)

---

### **KRESTETSKAYA STROCHKA - the cultural heritage of Russia.**

KRESTETSKAYA STROCHKA is an authentic folk craft, a material manifestation of the spiritual culture of the Russian people, which came to represent the Novgorodian land. For more than a hundred years, the masterly craftsmanship of this delicate embroidery has been passed down the generations, carefully maintaining its traditions while also looking for new methods. The embroidery craft began forming in the Krestetsky region starting from the late XIX century, absorbing the entire collective experience and skill of the local needlewomen. In 1911, its products were exhibited at Russia's first Arts and Crafts fair in Saint Petersburg, which led to the unusual ornaments, not found in any other embroidery tradition, becoming widely acknowledged: first in the country, and then in the entire Europe. Thus, in the beginning of the 20th century, the art of Novgorodian craftswomen received recognition at fairs in Turin, Port Said, New York, Montreal, Brussels, Osaka, Berlin. With the gradual rise in popularity and demand, the cottage industry gave way to cooperative associations of artisans. Orders for household linens, capes and drapes with distinctive embroidered patterns, came from the Great Britain, France, Belgium, the Netherlands and Sweden.

During the Soviet period, the craftsmanship was growing rapidly, with the development of machine embroidery technology and production being moved to factories. The Museum of KRESTETSKAYA STROCHKA collects examples of pre-revolutionary and Soviet works from many regions. Despite the lack of material resources, craftswomen from different areas came together to find new solutions and make ideas come to life. Their works won many awards and diplomas at fairs all over the world. The factories worked without pause even during the WWII, continuously producing masterpieces and perfecting the craft. All major events, which took place in the country, found their reflection in the artists' creations. Some of the works created during that period are on display in museums in many countries.

During the long period of the craft's existence, many changes happened in Russia's fashion and culture, but the KRESTETSKAYA STROCHKA technique never lost its appeal, managing to preserve its uniqueness and remaining in tune with the times, when it comes to home decor and clothing. The sophisticated techniques of this delicate line embroidery were accumulated and preserved over time by the devoted craftswomen, so that they could become a basis for the modern epitome of traditional decoration.

The patterns of KRESTETSKAYA STROCHKA lend a unique charm to the most mundane things, attract the eye, make people examine the weaving of the nest thread, and impress with their lightness and diversity. Towels, napkins and tablecloths, decorated with cross-cutting ornaments, are both delicate and practical. They bring life to your interior, filling it with sweet homeliness and elegant comfort. Embroidered elements fascinate you with seeming simplicity and restraint, creating a style with no boundaries.

We are happy to present you with this unique heritage, filled with sincere love and hope to introduce elements of original Russian beauty to our day-to-day lives. @krestetskaya\_strochka\_official

Contact: Irina Ashkinadze +79219671411; [ashkinadze.ie@krstrochka.ru](mailto:ashkinadze.ie@krstrochka.ru); [info@krstrochka.ru](mailto:info@krstrochka.ru);