

Transfăgărășan Road in Central Romania

# ROMANIA

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# PERSONAL INTEREST

- Did not have a specific interest in the country before
- Wanted to learn about a country I knew little to nothing about
- I thought Romania would be interesting



# EXPLANATORY CASE STUDY OF ROMANIA

- This explanatory case study aims to answer why the people in Romania wear the clothing they do.
- The purpose of this case study is to examine what forms Romania's culture, determining the clothing worn in the country.
- This is an investigation of components of culture and the resulting clothing worn.
- This study will answer the research questions of why people wear the clothing they do, what do they wear, and what cultural components impact the clothing worn.
- This research study has no control over the occurrence of events and focuses on real-life situations.

# LOCATION

- 89,000 sq miles
  - (~ Oregon)
- Population 18 million (world rank 70<sup>th</sup>)
- Capital: Bucharest
  - Population: 2 million



[https://commons.wikimedia.org/wiki/File:Romania\\_in\\_Europe.svg](https://commons.wikimedia.org/wiki/File:Romania_in_Europe.svg)



<https://julietelandresen.com/transylvania-1/>



<https://www.infoplease.com/atlas/europe/romania-map>

# BACKGROUND

- Climate
  - Cold winters with frequent snow
  - Sunny summers with frequent rain
- Natural resources
  - Petroleum
- Language: Romanian
  - “Buna ziua! Ce mai faci?”
    - “Hello! How are you?”



<https://sofiaadventures.com/romania-in-winter/>



<https://balkanengineer.com/news/romania-dacian-petroleum-acquires-40-oil-fields-omv-petrom>

# HISTORY

- Part of Roman Empire, then Ottoman Empire
- 1862 State of Romania formed
- 1877 Broke off from Ottoman Empire after a Russian-Romanian-Turkish war
- 1916-1918 Fought with allies in WWI
  - Acquired Transylvania from Hungary greatly increasing size
- 1941-1944 Joined axis powers in WWII
  - Holocaust with Jews and Gypsies
  - Switched sides towards end of war
- 1945 Communism take over by Soviets
- 1989 Communism fell
- 2004 joined NATO
- 2007 joined EU



[https://en.wikipedia.org/wiki/Klaus\\_Iohannis](https://en.wikipedia.org/wiki/Klaus_Iohannis)

Klaus Iohannis  
President of Romania 2014-present  
Semi-presidential Republic

# CUISINE



(from source)

## Mici

- Grilled minced meat with spices
- Classic street food



(from source)

## Ciorba de fasole cu afumatura

- Bean soup with smoked pork
- Tends to be served in bread



(from source)

## Papanasi

- Fried or boiled cheese doughnuts
- Usually covered in sour cream and blueberry jam

# TOURISM



# BRAN CASTLE (DRACULA'S CASTLE) (TRANSYLVANIA)

- Royal history, Dracula, collection of torture devices



# SALINA TURDA (TRANSYLVANIA)

- Underground salt mine transformed into amusement space



<https://traveltastefeeel.com/turda-salt-mine-the-healthy-and-fun-underground-gem-of-transylvania/>



<https://visitbucharest.today/turda-salt-mine/>



<https://www.trobox.com/an-amazing-experience-at-the-salina-turda-salt-mine-romania/>

- Tombstones with paintings describing people buried with scenes from their lives

# THE MERRY CEMETERY IN SAPANTA (MARAMURES)



# PEOPLE & SOCIETY

# EDUCATION

- Education expenditures: 4% of GDP
- Literacy rate: 90%
- School life expectancy: 14 years



<https://www.coe.int/en/web/portal/-/school-starts-with-more-inclusion-for-roma-children-in-romania-and-beyond>



<https://www.rri.ro/en/news-and-current-affairs/today-in-the-news/the-romanian-education-system-stays-afloat-id44398.html>

# MOTHERS

- Mother's age at first birth: 27 years
- Life expectancy at birth: 77 years
- Fertility rate: 1.63 (176th)



<https://wsbt.com/news/health/romanian-mothers-gather-at-museum-to-promote-breastfeeding>

# THE PEOPLE

- Ethnicity: 89% Romanian
- Religion: 85% Romanian Orthodox
  - Type of Christianity
- Median age: 46 years



<https://orthodoxtimes.com/wp-content/uploads/2019/10/73-1.jpg>

# ECONOMY

- GDP per capita: \$41,000 (61<sup>st</sup> in world)
- Below Poverty Line: 21%
- Taxes: 16% of GDP
- Exports primarily vehicle parts/accessories to Germany (19%)
  - \$137 billion (39<sup>th</sup> in world)
- Imports primarily crude petroleum from Germany (17%)
  - \$154 billion (37<sup>th</sup> in world)

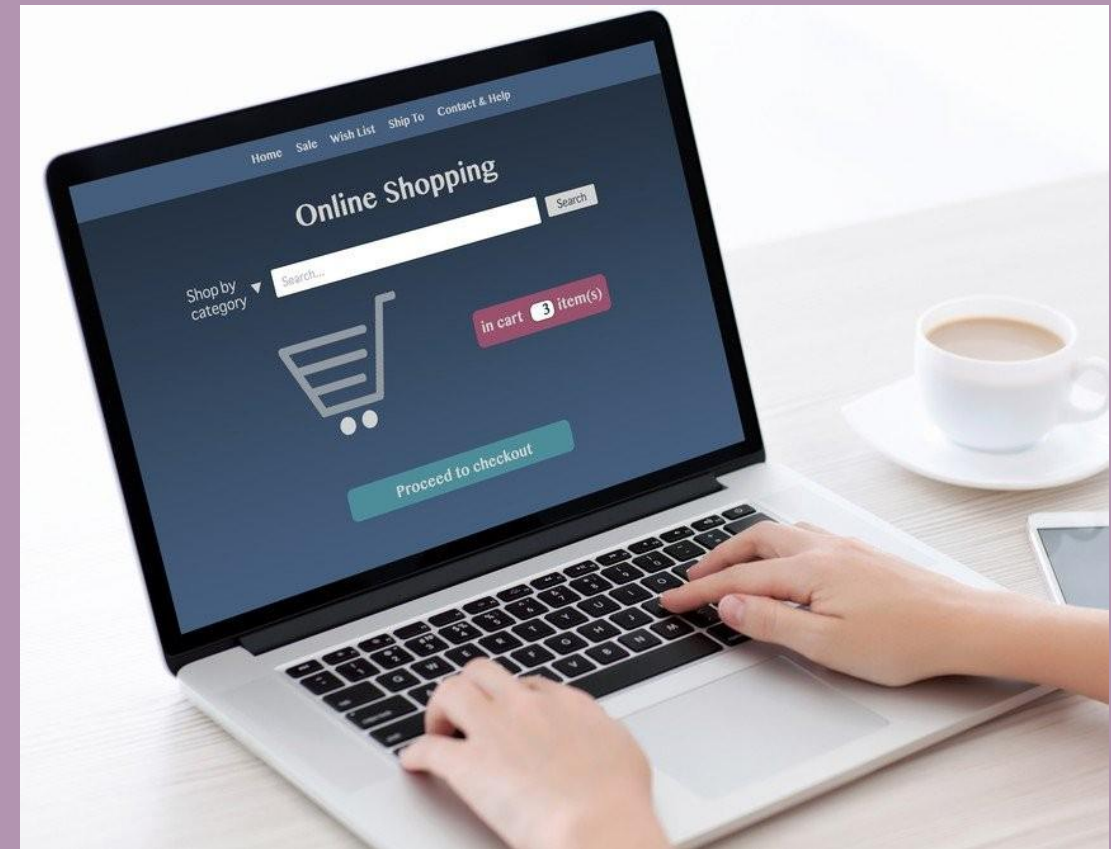


<https://www.tiks.co.tz/services/import-and-sale-of-motor-vehicle-parts-and-accessories/>



# ONLINE SHOPPING IN ROMANIA

- Common fashion consumer trends regarding online shopping, were determined via a questionnaire in 2021 (post COVID)
- Google Form distributed to 64 Romanians aged 16-30 (74% women)
- Most people bought clothing to replace or expand their closet
  - Preferred neutral/dark colors
  - Usually liked to dress casually
  - 88% placed importance on how they dressed
  - Rather buy in person
  - No regard to origin of clothes
- Expenses
  - Cheap or moderate prices
  - Less than 300 lei monthly (65 usd)
  - Bought online once a month
- Online View
  - Easy to shop online
  - Fear of clothes not fitting
  - Less delivery cost meant they are willing to wait longer
- Post pandemic Romanians became used to shopping online, but preferred in person shopping
  - Preferred low to midrange prices, yet still wanted quality
  - Personal expression in dress superseded everything else



<https://www.thejakartapost.com/life/2018/02/02/research-shows-indonesians-like-to-shop-online-during-work-hours.html>

# ROMANIANS RETURN HOME

- Romanians who live elsewhere in Europe adapt to different lifestyles
- Many move to Italy
  - Life is similar to Romania
- Upon returning to Romania can't support their acquired lifestyle on Romanian income
- They end up leaving liken



<https://balkaninsight.com/2022/09/07/romania-to-bring-home-passengers-stranded-by-troubled-carrier/>

NEWS: Mazilu, C. (2024, November 11). *De Ce românii care au trăit în italia și au revenit în țară se întorc din nou în peninsula: „și-au creat un stil de viață pe care nu îl pot întreține”*. Adevărul. Retrieved Nov. 12, 2024 from <https://adevarul.ro/stiri-interne/societate/de-ce-romanii-care-au-trait-in-italia-si-revin-in-2400886.html>

# ASIAN IMMIGRANT STRUGGLES

- Spent a lot of money to go to Romania
- Underpaid, overworked
  - 15 hours (8 is country limit)
  - No overtime pay
  - Minimum wage
- Treated badly
  - Overcrowding in housing accommodations
  - Withholding of their work permits
    - Hold control/blackmail
- Don't know they can go somewhere for help
- Seen as loyal and looking to earn for themselves
- Government doing nothing about conditions



<https://apnews.com/article/chinese-emigration-us-mexico-border-darien-381c215ff30f0f2349c2ea118aa280c6>

# CONSERVATIVE CULTURE

- Doesn't legally recognize same sex relationships
- Violated an article by not establishing recognition and protection of same sex relationship families
  - Told they must adopt legal recognition of same sex families
- Electoral campaigns are based on intolerance and conservative populist views
- Based on traditional values as Christians



<https://www.pbs.org/newshour/education/column-in-the-face-of-anti-lgbtq-rights-laws-my-students-give-me-hope>

# TRASHING OF CLOTHES

- Clothes littering countryside
- End up being used as fuel in winter
- Collected in other countries under the guise of helping out
- Unusable clothing gets dumped or burned
- Illegally dumped
- Brought in just to dump
- Cheaper
- Romanians purchase large shipments and give the unsellable to poor communities



(from source)

# ROMANIAN MAIL ORDER BRIDE

- Entered international market for more money
- Found she liked Americans and their lifestyle
  - Cultural impact from growing up with western things
  - Americans are more modern and upfront
  - Finds that Romanians take family for granted
- Became a Romanian mail order bride
- Not in it for money or immigration
- Faces issues with age differences of who she is talking to



(from source)

# CLOTHING

# URBAN/CASUAL





# RURAL



<https://www.flickr.com/photos/annamontuori/albums/72157633536425482/>



<https://www.flickr.com/photos/annamontuori/albums/72157633536425482/>

# BUSINESS



<https://www.facebook.com/MSGcom>



<https://www.csreurope.org/newsbundle-articles/CSR%20Romania:%20Diversity%20Management%20in%20Romanian%20Organizations>



<https://shoppinginromania.com/traditional/authentic-style/two-office-outfits-in-the-authentic-romanian-style>

# COLLEGE



<https://www.facebook.com/photo/?fbid=1046705654130352&set=pcb.1046707137463537>



<https://www.facebook.com/photo.php?fbid=498511102365638&set=pb.100066202587211.-2207520000&type=3>

# TRADITIONAL



(from source)



(from source)



(from source)

- White loose dress or blouse/shirt as foundation
- Intricate embroidery of shapes or floral patterns
- Common to have aprons for women

# COMMON/WEALTHY WEDDING



<https://www.romania-insider.com/romanian-wedding-guide>

- If married in church, crowns are worn by couple to represent they are heads of household



(from source)



(from source)

# TRADITIONAL WEDDING ATTIRE



[https://cdn.romania-insider.com/sites/default/files/inline-images/Traditional%20wedding%20in%20Maramures%20-%20Romania%20\(Shutterstock.com\).jpg](https://cdn.romania-insider.com/sites/default/files/inline-images/Traditional%20wedding%20in%20Maramures%20-%20Romania%20(Shutterstock.com).jpg)



<https://www.theguardian.com/artanddesign/2021/oct/25/romanian-wedding-traditions-a-photo-essay>



<https://i.pinimg.com/originals/05/42/46/054246eecec1cedec2dee4a2350d6920.jpg>



<https://www.theguardian.com/artanddesign/2021/oct/25/romanian-wedding-traditions-a-photo-essay>

# WOMEN SPECIAL ADORNMENTS

## Aprons



<https://romaniadacia.wordpress.com/2012/09/12/romanians-in-traditional-clothing/>

- Square headscarf
  - Basma

## Waist belts



<https://romaniadacia.wordpress.com/2012/09/12/romanians-in-traditional-clothing/>



<https://eliznik.org.uk/traditions-in-romania/traditional-clothing/womens-headwear/>

# MEN SPECIAL ADORNMENTS

Decorated  
Straw Hats



<https://depositphotos.com/editorial/bucharest-romania-march-2020-senior-women-men-dressed-romanian-traditional-362791274.html>

Waist belt



<https://romaniadacia.wordpress.com/2012/09/12/romanians-in-traditional-clothing/>

Lamb  
Fur/Felt Hats



<https://www.lockhatters.com/products/mens-astrakhan-faux-fur-black-hat>



# ISSUES

- War in Ukraine
  - Ukrainian Refugees
    - 77,000 currently inn 2024
  - High tensions because of position and relations to NATO
    - Located on border of Ukraine and Black Sea
    - Strategic place
    - Would be frontline if entered into war



<https://time.com/6152201/romania-ukraine-refugees-solidarity/>



<https://www.refugeesinternational.org/reports-briefs/preparing-for-the-unpredictable-ensuring-the-protection-and-inclusion-of-refugees-from-ukraine-in-romania-and-moldova/>

# CONCLUSION

- Being primarily Orthodox, Romanians are deep into traditions and the conservative lifestyle.
- The colder climate also causes them to cover more skin.
- With the influx of Ukrainian refugees combined with low income, Romanians tend to save more money.
- People in Romania dress how they do because of their roots of tradition, culture, and Orthodox religion.