

ETIQUETTE IS EASY. ADVICE FROM HIS EXCELLENCY'S WIFE

In Kyiv, in 2019, with assistance from Directorate-General for Rendering Services to Diplomatic Missions and the creative team of the Advertising and Publishing Department of the “Mediacenter” Directorate, the Ukrainian version of the book about etiquette in the diplomatic world, with abundant memories, reflections, observations, and creative lifehacks, authored by Iryna Filippova, the wife of a diplomat, Ambassador Extraordinary and Plenipotentiary of Ukraine to France, the Netherlands, and Monaco, was published. The edition was presented in the GDIP Media Center on June 26, 2019.

It is the third book of the author after successful and famous publications of ‘Paris in Gift Wrappings’ and ‘High-Heeled’. Her steadily affirmative definition in the title, which is also the author’s benevolent assurance – ‘Etiquette is Easy’, shows the conceptual content of the book, and that the most complicated issues of protocol observance in the diplomatic world can be solved with smile and without stress.

In its proper sense, ‘etiquette’ is the norms and rules reflecting the ideas about the commendable conduct of people in society. As a rule, studying protocol regulations and their implementation in real life always seem to be tedious and sometimes even absurd, and the process itself appears to be complicated and extremely prolonged. However, while reading the author’s book, in which she masterly interweaves her memories, reflections, historical facts, adorns them with creative lifehacks on how to break the etiquette stalemate, you can feel an unwitting smile on your face, accompanied by the perception that it is possible to cope with any awkward situation, if it has already occurred, with dignity, because ‘a well-bred person is approachable, companionable, and rident – nothing supernatural!’

Owing to the uncommon style and the author’s innate ‘Lego’ manner, the wife of a Ukrainian diplomat involves the reader in dynamic listening to the pleasant story about inconvenient and even comic occurrences in diplomatic life, creating an atmosphere of personal communication over a cup of coffee. The focus of attention is on the dress code for official visits, delicate advice on meetings and receptions, guidelines for having savoury delicacies, as well as interesting suggestions about the choice of clothing and building appropriate outfits. Besides, the author makes a retrospective journey into the past to tell the readers the historical facts about the establishment of certain etiquette norms, while also sharing relevant ideas of the balance between ‘comfortable’ and ‘presentable’.



*26 червня 2019 року в Медіацентрі ГДІП було проведено презентацію книги Ірини Філіппової «Етикет – це легко. Поради дружини Його Високоповажності»
On 26 June 2019, a presentation of the book "Etiquette is easy". Tips from His Excellency's wife" by Iryna Filippova took place at the GDIP Mediacenter*

The point is that the harmonious combination of stories and memories in the book of Iryna Filippova is not a manual of etiquette or ceremonial instructions for beginners, but rather a 'tiny lady handbag', which contains the unique long-standing experience of practicing norms of decent and, at the same time, easy manners during social events that the author shares by creating vivid true-life sketches on the pages of her book.

The leading idea of the book 'Etiquette is easy' is that, against all the odds, it is always possible to respectfully wrestle yourself out of a predicament with the help of smile and sincere conversation without causing troubles to others, because the main principle of etiquette is to avoid any problems.

This book is an indispensable adviser not only for representatives of diplomatic community but equally to all those interested. Certainly, not everyone is destined to attend a royal reception in the status of esteemed guest, to have tea with high-ranking officials or to participate in closed events of the diplomatic world. Nonetheless, the interesting and useful tips on tolerant attitude towards people will always stand in good stead.

I thoroughly recommend it to everyone who plans not only to engage in diplomatic activity but to feel like a million dollars every day!