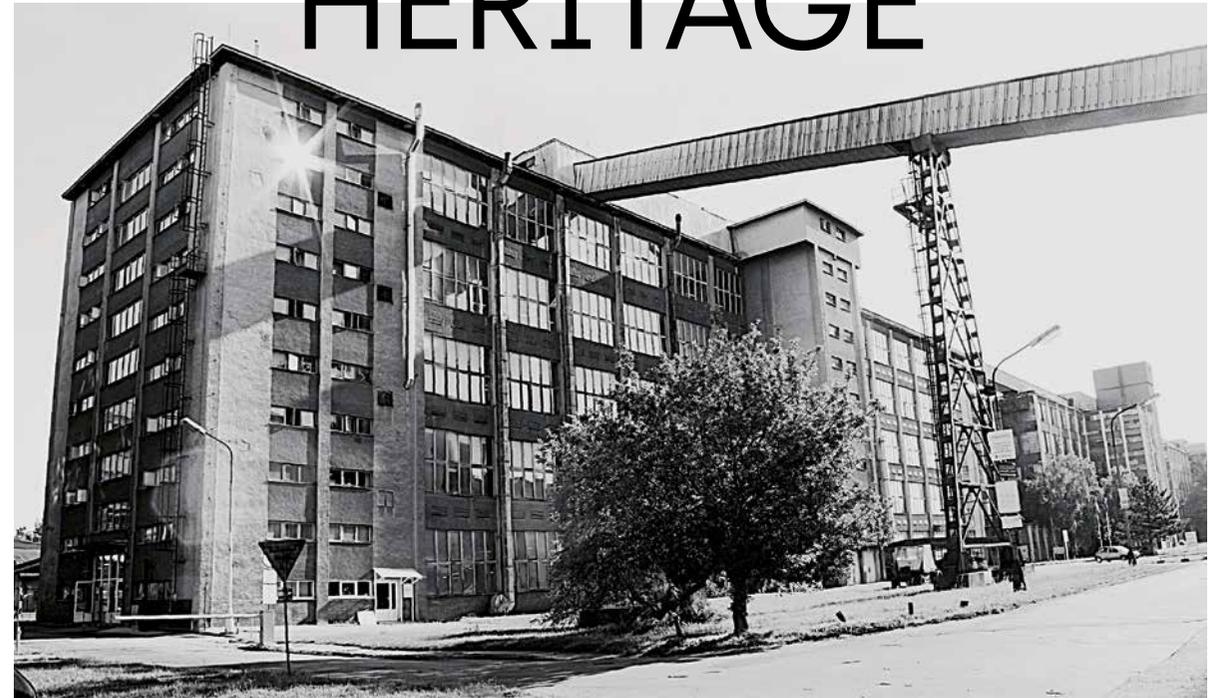


NOVESTA®

SPRING SUMMER
2023



NOVESTA HERITAGE



NOVESTA has become one of the last purely European produced brands throughout Europe since its creation. Our journey began when Bata opened their factory in 1939 and since then we are one of the few world's brands left, operating in the original premise with the original method on the good old reliable machines with a great amount of precise manual work.

Our heritage products are designed with longevity in mind, this has been the case since the launch in 1939. The design and materials have been chosen specifically for this reason. Our traditional way of production ensures the prolonged lifetime of our sneakers while also creating designs with a simple, good look that are transcending the fashion trends. All our heritage products are washable, with the possibility to replace the insoles, natural rubber outsoles that have been tested by years of service.

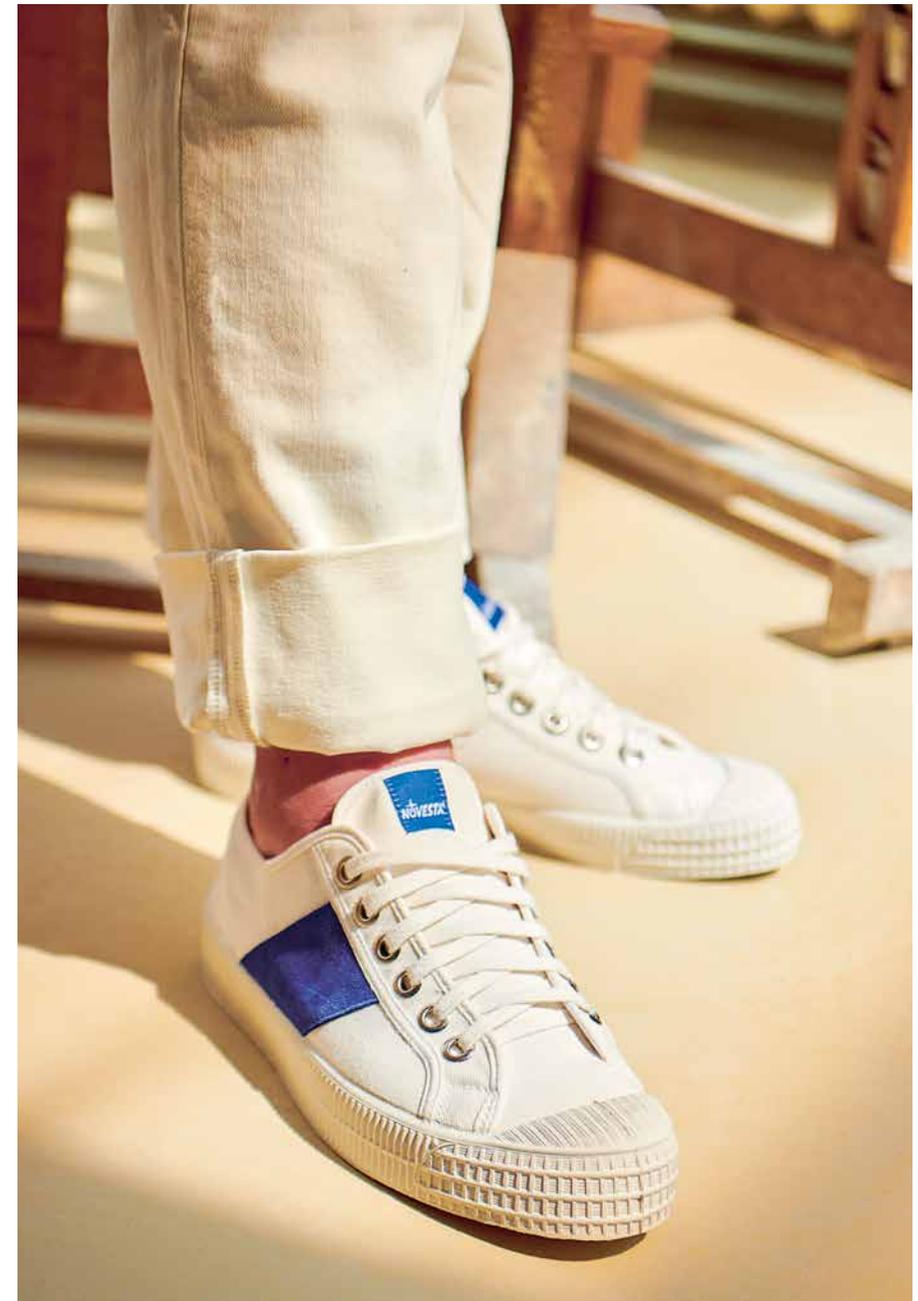








The signature shoe of the Novesta brand, the STAR MASTER still carries the unmistakable chunky sole and vulcanisation marks that guarantee a true Novesta shoe. Every pair is handmade from the finest natural materials. The style is recognisable anywhere in the world.



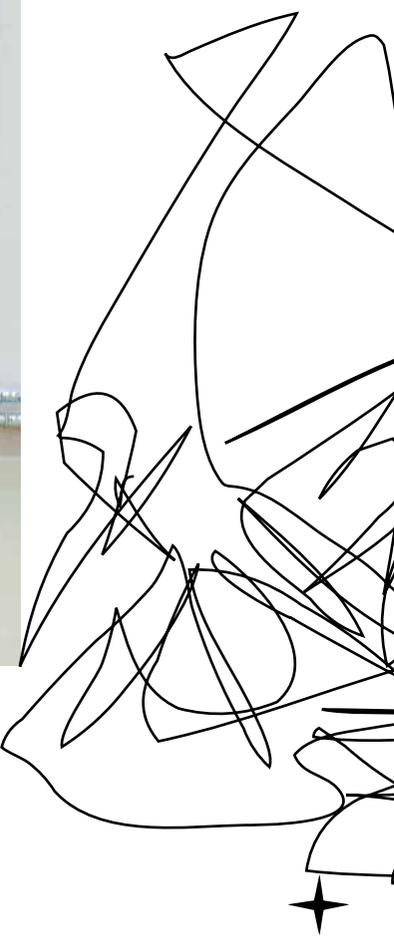


The TRAMPKY logo on the outsole is your guarantee of Novesta quality and a reminder of the brand's European pedigree. The original Novesta shoe was intended as a hiking essential which was born from the 1950s craze for hiking in Europe. Tramp is the Slovakian word for "hike" and the Trampky guy commemorates the design genius who turned Novesta into a recreational must-have all those years ago.



**NOVESTA
TRAMPKY**







SS23



NOVESTA
MARATHON



The classic runner style – nostalgic but vital – the MARATHON is an elegant addition to the Novesta canon. A wealth of style variations anchored by our signature commitment to the finest material makes the Marathon a sleek essential with a splash of decadence. Comfortable, understated but a cut above the rest – the Marathon is a natural investment, in the long run.





The MARATHON TRAIL SOLE is one of the classic outsoles from our Partizanske factory. Throughout our long history, our Marathon Trail Sole has proven invaluable to walkers and runners faced with uneven and changing terrain. A classic feature in shoes produced during the Czechoslovak era, this sole combines the lightness of the Novesta Marathon with the ruggedness of a fully functioning trail shoe.

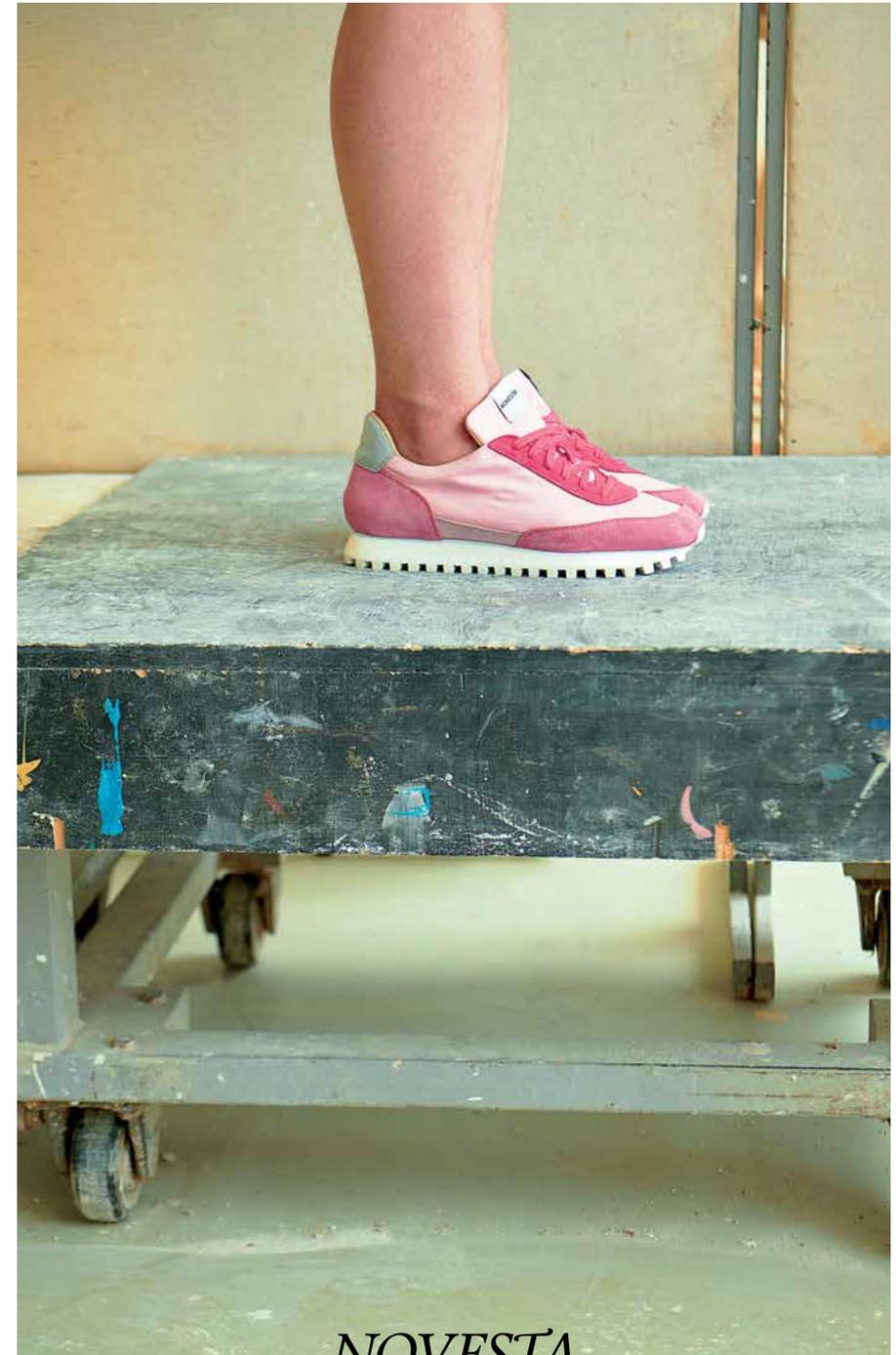


**NOVESTA
MARATHON TRAIL**





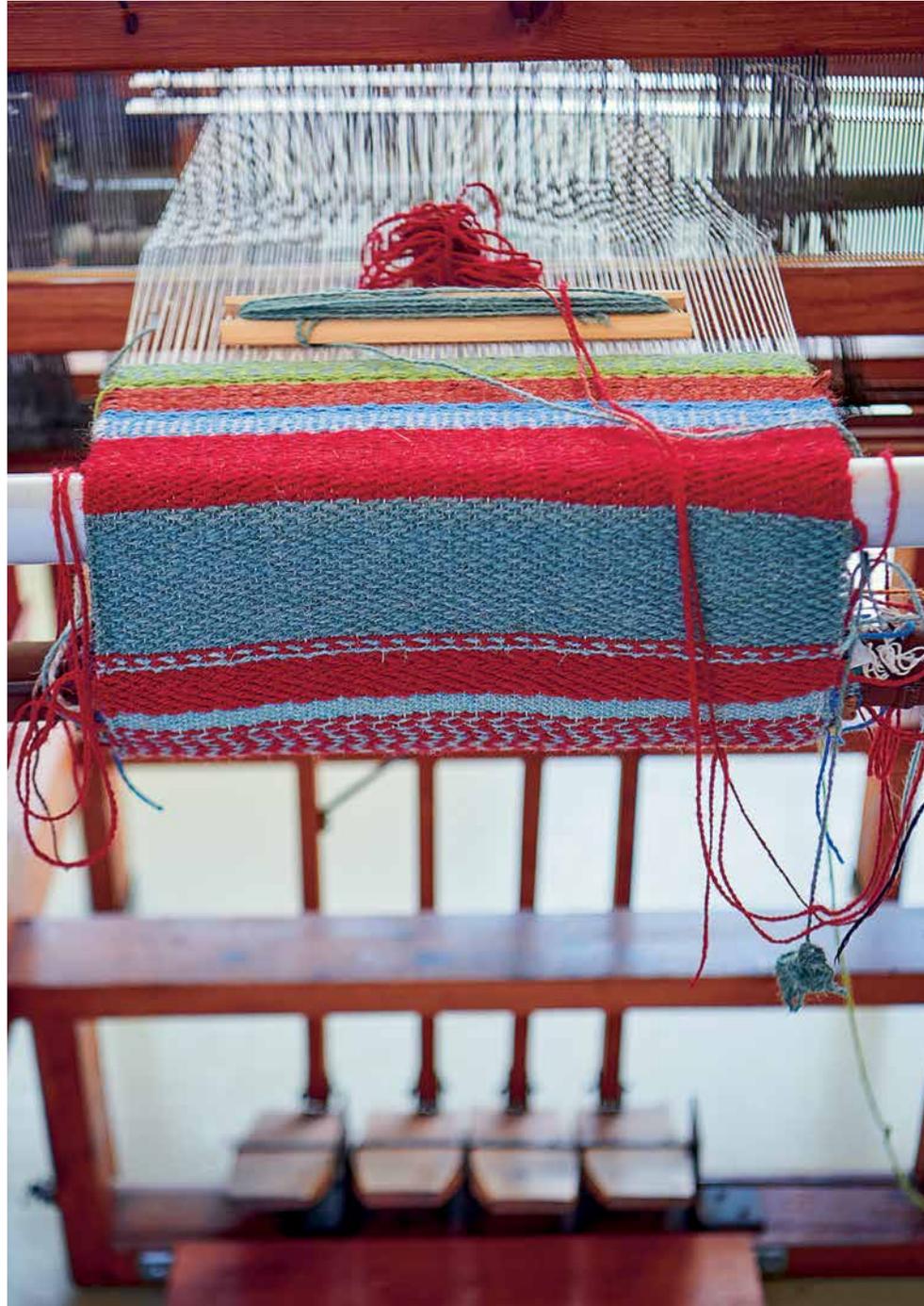
The MARATHON RUNNER TRAIL is the lightest model in the Novesta shoes. This classic shape is based on running shoes made in Eastern Europe in the 1970s and 1980s. Designed seasonally, inspired by the ambience of contemporary Slovakia, Marathon Runner adds the color to your foot locker. The lining is made of durable, recyclable synthetic leather that absorbs moisture properly, so you can have a comfortable time even in midsummer.



NOVESTA
MARATHON RUNNER TRAIL



German Army Trainer Trail is made out of certified finest materials and out of the historical shoe manufacturing experience based on the 80s archival shape of our Partizanske Head Quater. The shape is carefully redesigned to fit genderless style, to match any style with timeless feeling. Combined with the original trail sole, this modern revival of a classic form is the authentic shoe for walking long distances in comfort. Our new GAT TRAIL is the perfect partner from the street to the authentic fashion scene.





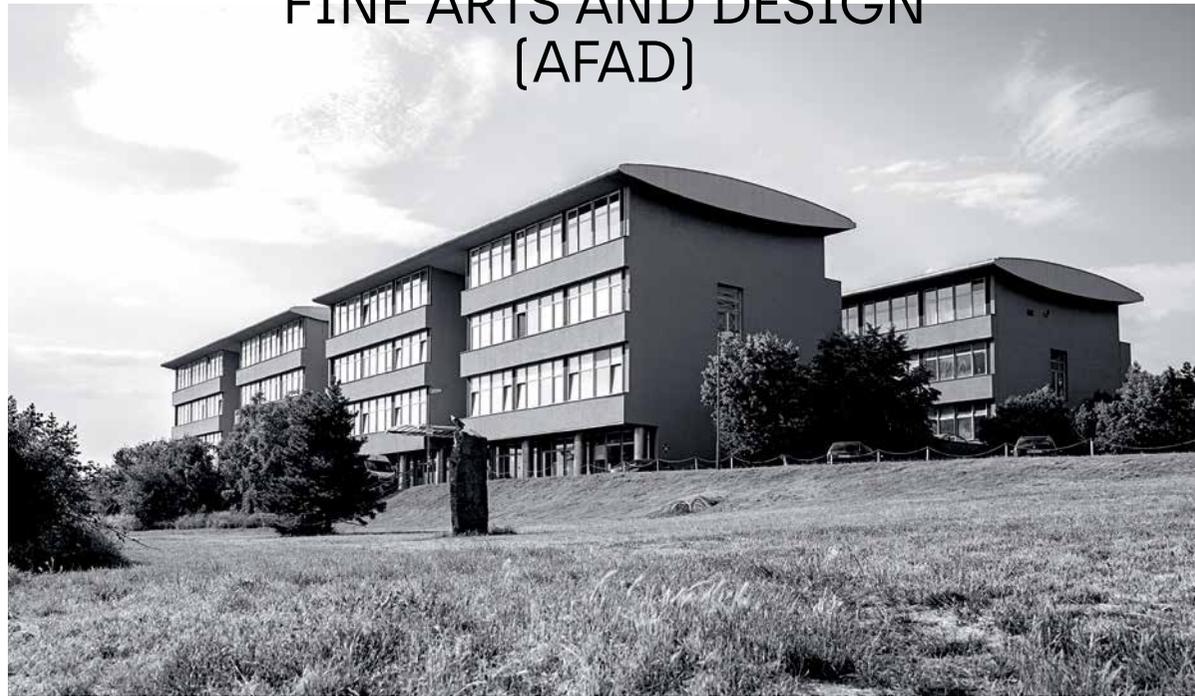


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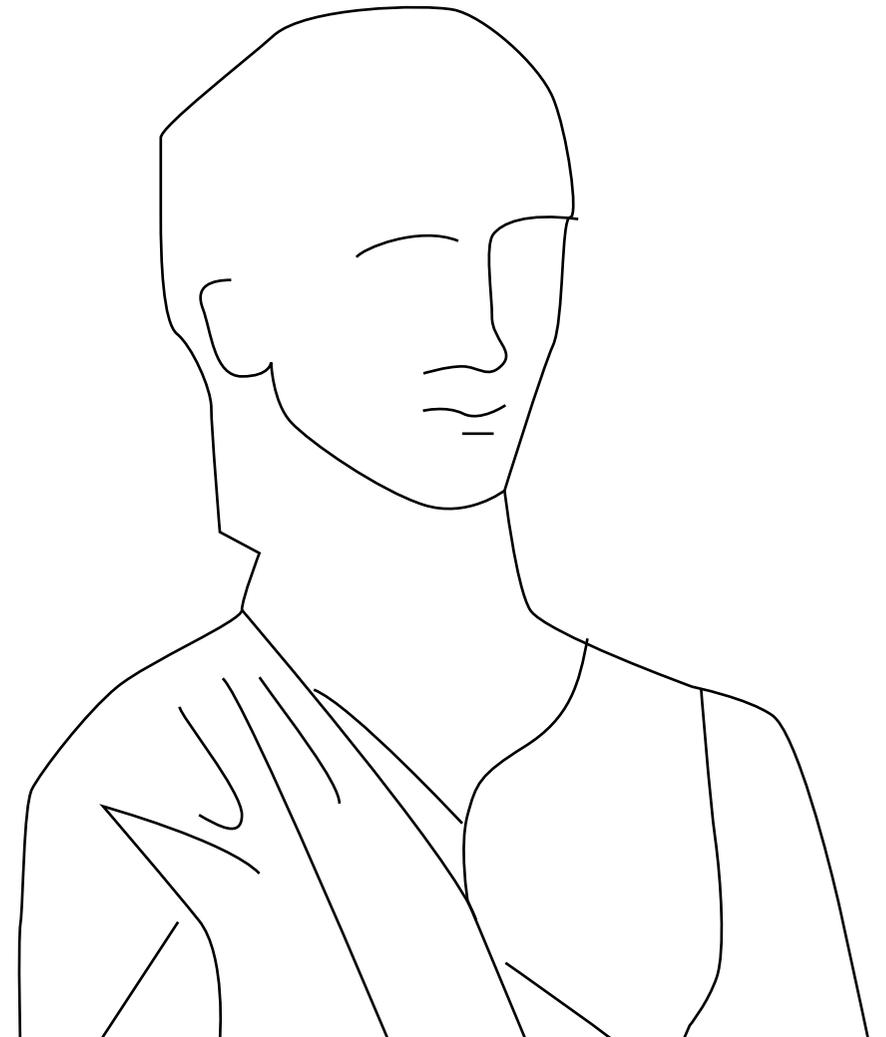


The ACADEMY OF FINE ARTS AND DESIGN in Bratislava was established on June 9, 1949 by the Slovak National Council in the former Czechoslovak Socialist Republic. For next forty years, the institution was under the pressure of political doctrine promoting so called socialist realism in arts, as well as suffering the political purges affecting badly the whole society. In spite of troubled historical development and atmosphere of repression, at AFAD there were few spheres of so-called “positive deviation”. The resistance to the orthodoxy of socialist realism was made possible thanks to the intellectual and artistic background of some of the professors and their personal approach to their students. After years of totalitarianism, in 1989 the AFAD was one of the few higher education institutions in the country where the whole teaching staff was re-selected in an open competition. Since then many changes in educational profile and academic life of students and faculty had been taking place. As a result, today the AFAD is a present—day oriented school offering study in three levels (bachelor, master and doctoral) and five specific fields: Fine Arts, Design, Architecture, Restoration, and Theory and History of Arts.

ACADEMY OF FINE ARTS AND DESIGN [AFAD]



*Photo Martin Tomecko
Styling by SOM Store –
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