

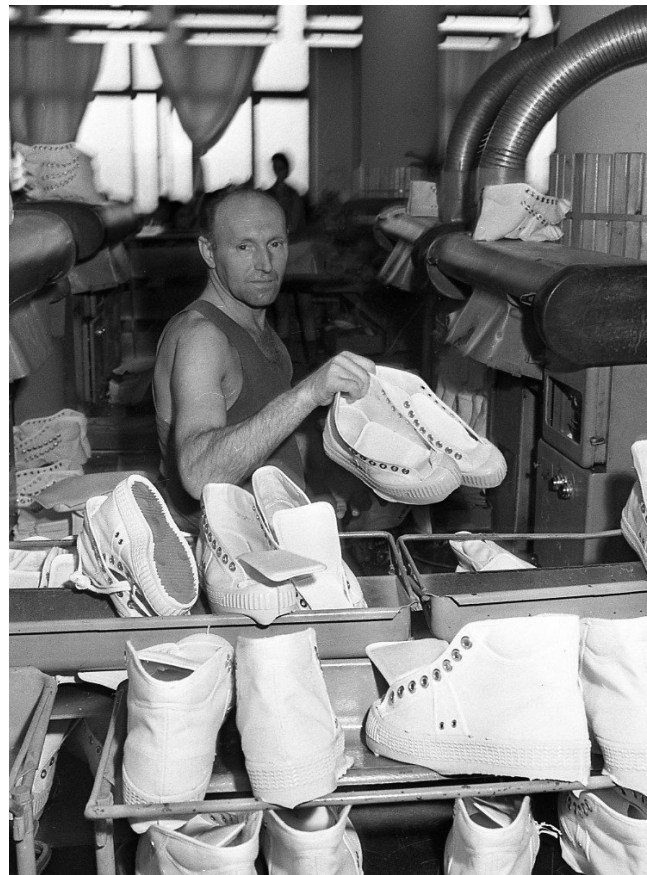


NOVESTA®

SPRING SUMMER
2025

NOVESTA *Since 1939*

Novesta's production facilities date back to the 1930s when the famous shoemaker Ján Antonín Baťa opened a new factory in the small town of Partizánske in the middle of Slovakia. Novesta has become one of the last purely European produced brands throughout Europe since its creation. Our journey began when Baťa 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 amounts of precise manual work.





NOVESTA *Star Master*

Novesta's Signature model has been a staple for over 70 years and has been loved by various celebrities in the modern era. The Star Master still carries the unmistakable chunky sole and vulcanization marks that guarantee a true Novesta shoe. Every pair is handmade from the finest natural materials. The style is recognizable anywhere in the world.





Trampky

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 *Star Master Hemp*

Our latest move towards more sustainability we added hemp. Made in Spain, we continue using european sourcing. Unlike traditional cotton canvas, hemp is more sustainable, requiring fewer resources to grow and offering greater durability. Our hemp fabric supports regional agriculture and reduces our carbon footprint. Available in a variety of vibrant color combinations, using signature green lining, this eco-friendly material ensures you can step out in style while making a positive impact on the environment.





NOVESTA *Star Master Hemp*



NOVESTA

Star Master Waxed Cotton

These sneakers featuring an upper made from waxed cotton, crafted by Halley Stevensons, a trusted name in textiles since 1864. This premium material offers exceptional lightness and water repellency, ensuring comfort and protection in any weather. The heritage and quality of Halley Stevensons' waxed cotton guarantee durability and style. Step confidently into a blend of tradition and innovation with our latest sneakers, designed for those who value both performance and timeless craftsmanship.

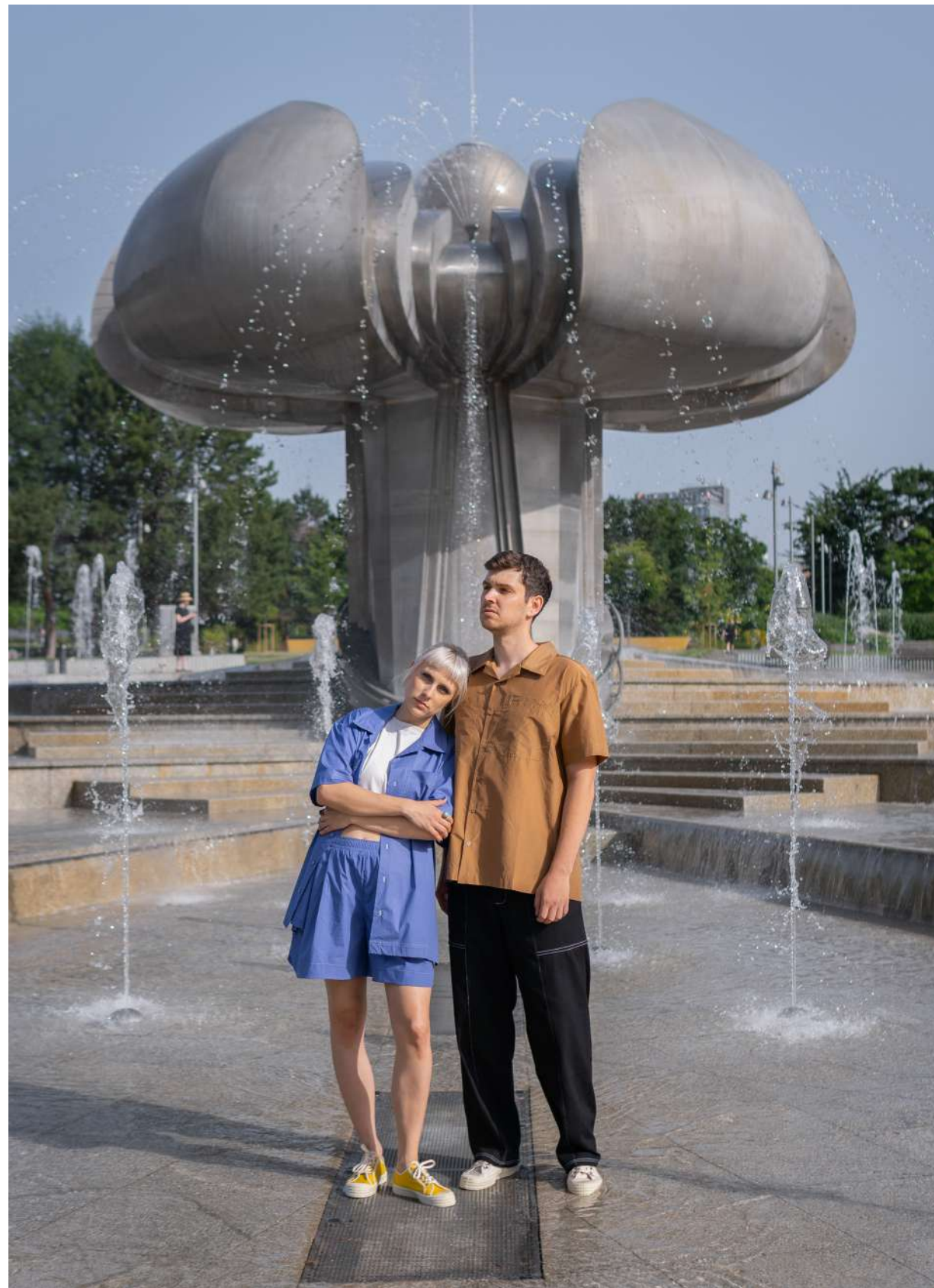


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SS25





NOVESTA *Ital*



NOVESTA *Ital*

A new sneaker from Novesta inspired by our archives - classic Italian Army model. The Ital features a more subtle yet solid design with an elegant toe shape, combining lightness and sturdiness for lasting durability. Crafted with a certified organic cotton upper and a rubber outsole, it upholds Novesta's commitment to longevity and sustainability. Available in all our bestselling colors, the Ital offers premium quality at an affordable price.







NOVESTA *Marathon Trail*

The Marathon Trail sole is one of the classic outsoles from our Partizánske 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*





NOVESTA *GAT Summer*

A fresh take on the classic Novesta German Army Trainer (GAT). We've transformed the traditional full leather design into a vibrant summer model using recycled nylon combined with classic leather features. This new edition retains the original outsole from the late 80s, reviving the traditional shape with top-quality certified materials. Infused with our decades-long expertise in footwear craftsmanship, the GAT Summer offers a perfect blend of heritage and innovation in lively summer colors.



NOVESTA *GAT Trail*



NOVESTA *GAT Trail*

German Army Trainer Trail is made out of certified finest materials and out of the historical shoe manufacturing experience based on the 80's archival shape of our Partizánske Headquarter. The shape is carefully redesigned to fit a genderless style and 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.





NOVESTA *Itoh Ergo+*

Introducing the Itoh Ergo+, an evolution of our classic Itoh model. Featuring a wider toe area and a super soft insole, these shoes are designed for long-lasting comfort on hard surfaces, perfect for those who spend hours standing or walking. The certified biodegradable outsole aligns with Novesta's commitment to sustainability. Available in four stylish color options, the Itoh Ergo+ offers both exceptional comfort and eco-friendly design.





NOVESTA *Itoh Ergo+*

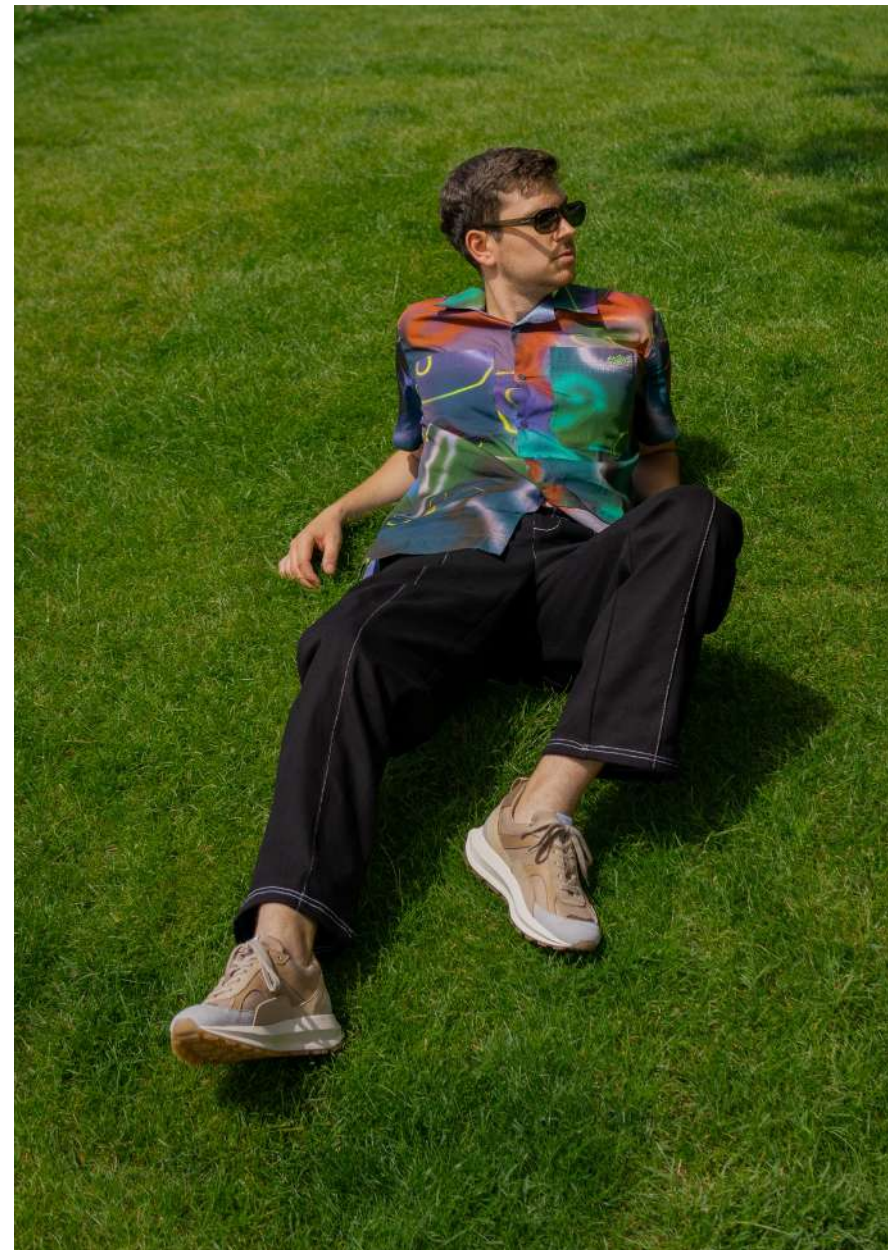




NOVESTA *Flux*

Unique forms exist in the history of Slovak design, influenced by Bauhaus and Brutalist architecture. The Flux model draws inspiration from Novesta's archives and is grounded in a uniquely cultivated design history and our newfound curiosity for science fiction. Inspired by contemporary designs like the Czechoslovak science fiction film "Upír z Feratu," which features a retro-futuristic vehicle, we created a new form by defining footwear as an ergonomic, flowing vehicle for the body.

SS25





NOVESTA *Sandals*

Born and bred in Partizánske, Slovakia - the heartland of Central European shoemaking heritage - our sandals not only embrace tradition but also celebrate the nature. Along with decades of venerable history, our new sandals are a fresh interpretation of the traditional cork-soled shoes once crafted for medical personnel and labor force in Slovakia. This reinvention harmoniously melds the old and the new by using vegan-friendly materials, encapsulating our commitment to sustainability and conscious craftsmanship.

Our sandals embody the industrial aesthetic that Novesta prides itself on, while their sporty, chunky soles ensure they make a stylish statement in the fashion scene. Designed with a convenient velcro closure, these sandals are effortless to wear and remove, offering an unmatched level of comfort. Feel the freedom of going barefoot, the joy of treading lightly on our handcrafted cork soles. Unleash your feet in these sandals and experience a fresh chapter in Novesta's innovative handmade offerings. Treat yourself to a piece of shoemaking history, reinvented for the future.

NOVESTA *Partisan*



NOVESTA *Tatra*



NOVESTA Kids Slip-on

Our new kid slip-on sneakers, inspired by the traditional outsoles from the Novesta archives. These stylish sneakers come in three vibrant color combinations, crafted from upcycled materials. The durable outsole is made from organic rubber, ensuring both comfort and sustainability. Despite their premium features, these slip-ons remain highly affordable, making eco-friendly fashion accessible for every child.





NOVESTA *Kix*

Introducing our retro kids' football shoes, a revival of the legendary Slovak canvas kicks that have inspired millions since the 70s and 80s. Crafted from organic cotton, these shoes are light, breathable, and easily washable. Available in nostalgic light blue and pink, they offer both style and comfort. Celebrate the heritage of countless successful sporting careers with these iconic kicks, now ready to support the next generation of young athletes.





DRUŽBA Fountain

Freedom Square (Námestie Slobody) in Bratislava is a monumental square, graced with influential architecture that evokes memories of building socialism while simultaneously inspiring respect and nostalgia. Dominating this square is the Družba Fountain, the largest fountain in Bratislava and a legacy from the communist era.

The Družba Fountain, constructed in 1980 by architects Virgil Droppa and Juraj Hlavica, along with sculptors Karol Lacko, Tibor Bártfay, and Juraj Hovorka, stands as a notable piece of heritage. The core of this artistic masterpiece, made of stainless steel, features a linden flower; a symbol of the Slavs. This flower, with a diameter of 9 meters, forms the center of a circle with a 45-meter diameter. The original cascading pools surrounding the fountain have a height difference of 2.5 meters.

Due to poor technical condition, the fountain was out of service for sixteen years until its restoration and reactivation in 2023.





*Catalogue idea and photography by Katarína Ščasná
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