



NOVESTA @since 1939
PEOPLE
AUTUMN - WINTER 2024

THE STORY

Novesta began its journey in 1939. Bata, the footwear giant, opened their factory in the town of Partizánske in Slovakia. Since then we have been operating on the original premises, with the traditional methods of production, on the reliable equipment with a great amount of precise manual work. We create unique products without compromising our ethical and environmental standards, innovative craftsmanship, or the quality. We design with longevity and timelessness in mind to ensure the prolonged lifetime of our sneakers, while also creating styles with a simple, good look that are transcending the fashion trends.



NOVESTA

Each new season at Novesta is an opportunity to discover new trends combined with timelessness, and translate them into your personal style. We are constantly raising our standards, handpicking exceptional materials, designing the shoes that let you feel and look who you truly are.

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This season we want to pay tribute to all of you – the people who inspire and challenge us, the creative minds who admire the world and love making it beautiful. We introduce to you three passionate creatives, who question the rules of existence, erase boundaries of human imagination, and express what they feel through their artistry. The shoe does not make a person. The shoe is made for people.
The shoe is just the beginning.

AJA LUND

Born and raised in a small solitary village in the woods on the west coast of Finland, Aja has been able to create a unique creative life with her own artistic visions. Her many ongoing projects reflect her love for the countryside, the traditional, art and imagination. She is a collector of memories and contrasts. Aja's work as a photographer proved invaluable in helping her to organise her shop Lundagård in a way that makes any visitor become a curious explorer.





marathon runner super trail thick sole



marathon runner super trail thick sole



star master



marathon high



star master



TRAMPKY

The original Novesta shoes was intended as a hiking essential at the time of craze for hiking in Europe in 1950s. **Tramp** is the Slovakian word for "hike". The **trampky** logo on the outsole is the guarantee of Novesta quality and a reminder of the brand's European heritage.

gat trail



star master



marathon trail



marathon trail





star master



star dribble

BOBO HOLM

With a degree in graphic design, background in professional motocross sport, and interest for tattoo art, Bobo found his passion in cutting hair. It is the interaction with the people, relatively moderate pace of work and an opportunity to be his own art director that attracted him. Today, he is able to come to his cosy barbershop and work from there creating people's looks, while having meaningful conversations about life and art.

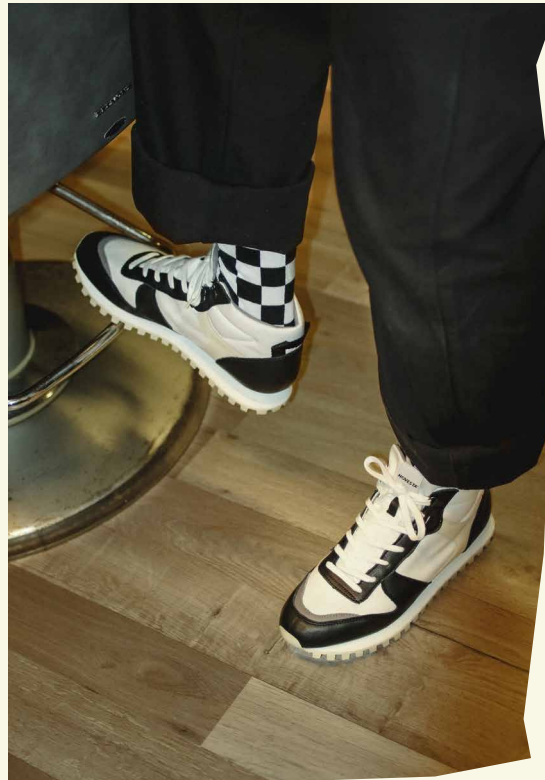




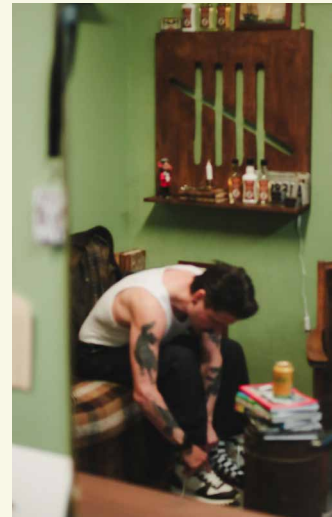
star master



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marathon high





marathon runner super trail thick sole



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marathon high



marathon trail

VÄISKI

Social worker, musician, clothes designer—these are the titles that Väiski can be proud of as he does all three with a good deal of success. In the artistic studio space in Tampere, that he shares with other artists, he creates bespoke garments on some days, while on others—he writes music. The look and the sound of his artworks have a special recognisable quality that reflects the state of mind of the artist.





star master



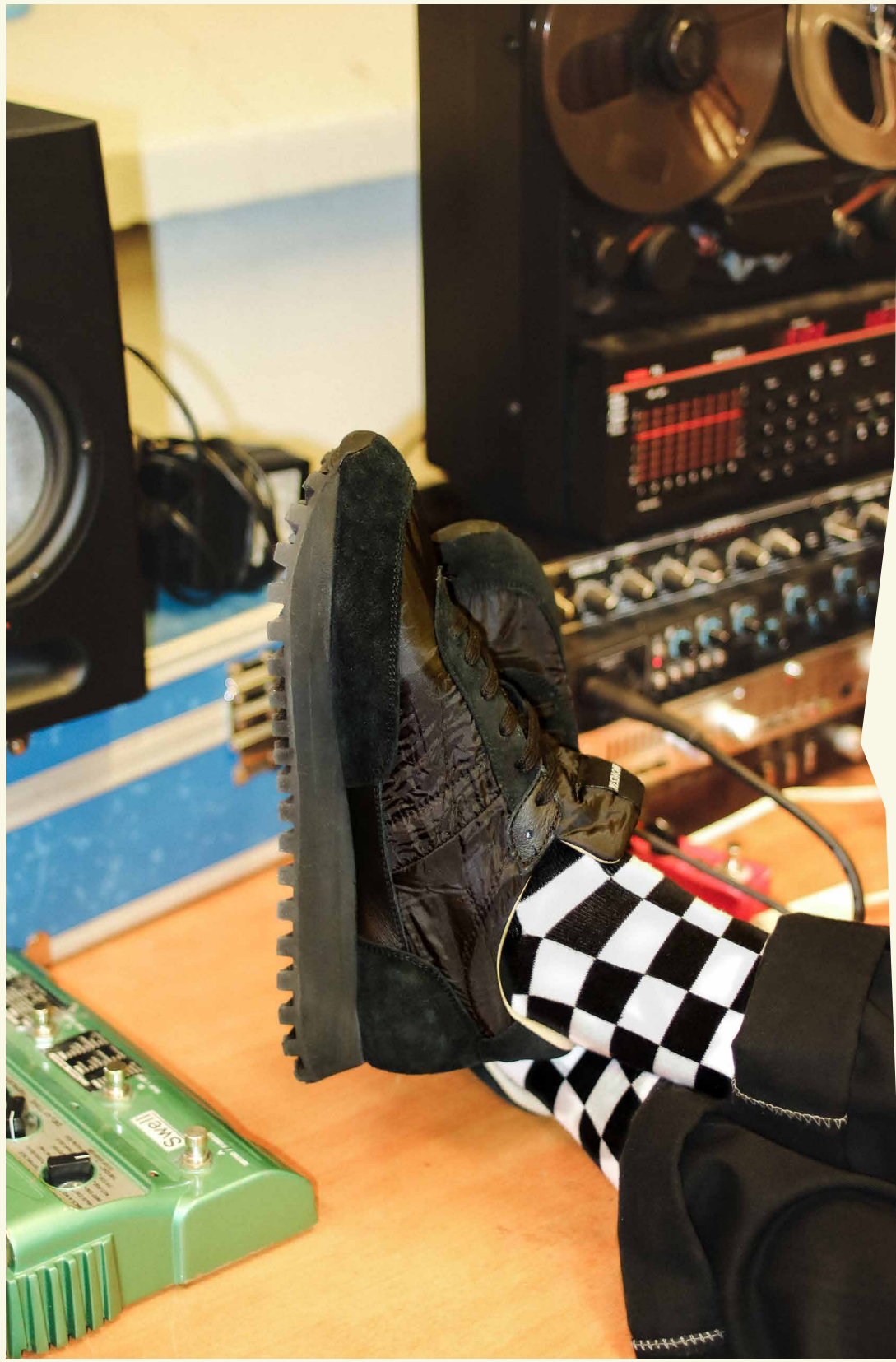
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marathon runner super trail thick sole

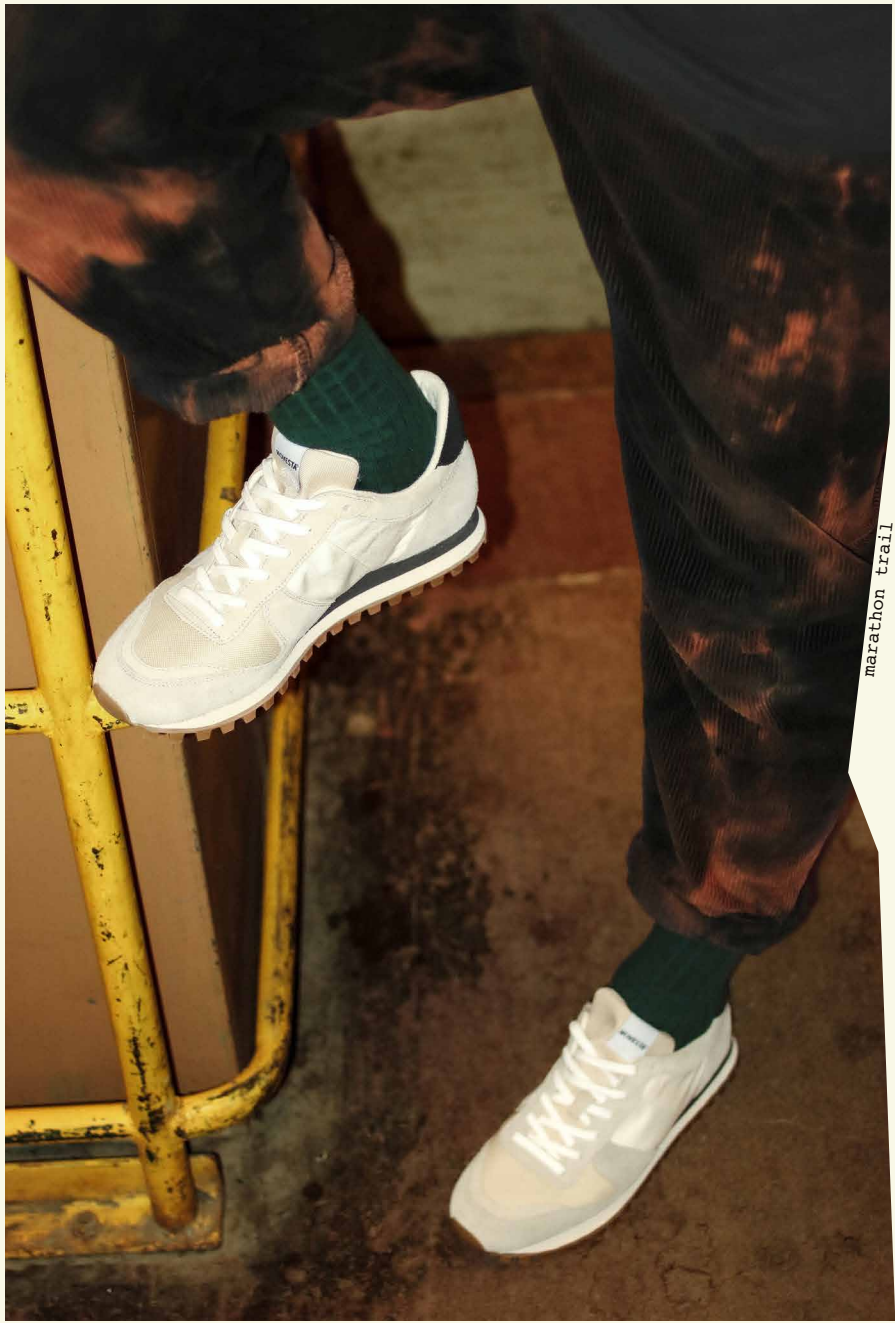




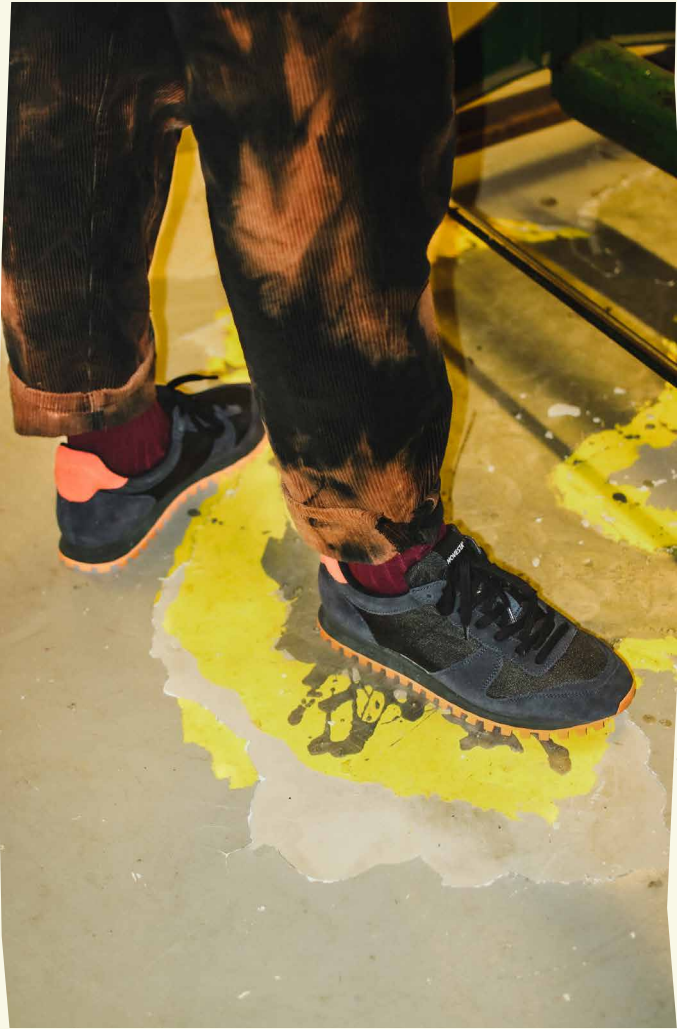
star master



marathon trail



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star master

THE STYLES

At Novesta, we are proud of the tradition, heritage, and quality of our shoes. Each model is designed and produced with the desire to bring to the world a product that is made of the material that is transparent, fair and sustainable along the supply chain.

The distinctive look of Novesta shoes is nostalgic and timeless, but every season we experiment with a colour, material and even shape. New shoes are produced not to tease an insatiable consumer, but to feed our imagination and have a creative outlet for our creativity.



STAR MASTER

The signature shoe of the Novesta brand is the STAR MASTER. It has the unmistakable chunky sole and vulcanisation marks that guarantee a true Novesta shoe that can withstand the hardest challenges. The style originates from military sports shoes which were produced for half a century in Slovakia. It combines comfort with a rugged determination, creating a strong and recognisable look. Every pair is skilfully handmade from the finest natural rubber and canvases.



STAR DRIBBLE

A high-top option of the signature shoe, Star Dribble is a perfect addition to any wardrobe. A chunky sole, a timeless basketball boot shape, all-cotton classic or a trendy seasonal variation, bright colour option or a minimalistic monochrome – this shoe gives you the range to make the choice, that seems not easy but whatever you decide on, your look and comfort will not be compromised.



STAR DRIBBLE KIKER

Crafted with a canvas upper, the design also features a suede heel with metallic D-rings. The circle laces are complemented by a vulcanized rubber outsole which features Novesta's customary textured appearance.



GAT

The German Army Trainer has been carefully redesigned from the 80s classics to combine a unisex style with a timeless feeling.



GAT TRAIL

This modern revival of a classic form is the authentic shoe for walking long distances in comfort, due to its shape and the use of finest certified materials.



MARATHON

Originally produced for the team of Czechoslovakia who travelled to Seoul to compete in 1988 Olympics, Marathon shoe range is uncompromising in its comfort and longevity. With its classic and nostalgic look, this model is an elegant addition to the Novesta shoe family.



ITOH

The classic tennis shape is reflected in the Itoh, but the shoe enjoys the technical updates modern wearers demand.



THANKS

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We would like to thank the dedicated team of Novesta and all the
people who never stop creating.



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