

NOVESTA®

SPRING SUMMER
2024





PETRŽALKA

Welcome to Petržalka, a district located in the vibrant city of Bratislava, Slovakia. Known for its distinctive brutalist architecture, Petržalka stands as a testament to the unique architectural heritage of the 20th century.

Petržalka, often referred to as the “concrete jungle,” is the largest residential area in Central Europe and spans over an impressive area of approximately 28,68 square kilometers. It is home to a diverse community, with a population of around 100,000 inhabitants.

What truly sets Petržalka apart is its iconic brutalist architecture, which dominates the landscape. This architectural style emerged in the mid-20th century and gained popularity in Eastern Europe. Petržalka showcases numerous residential blocks and high-rise buildings characterized by their bold, imposing designs and extensive use of concrete. These structures, with their raw and unadorned aesthetic, have become emblematic of the district’s urban character.





NOVESTA Since 1939



Novesta's production facilities date back to the 1930s when the famous shoemaker Ján Antonín Bata 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 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 amounts of precise manual work.





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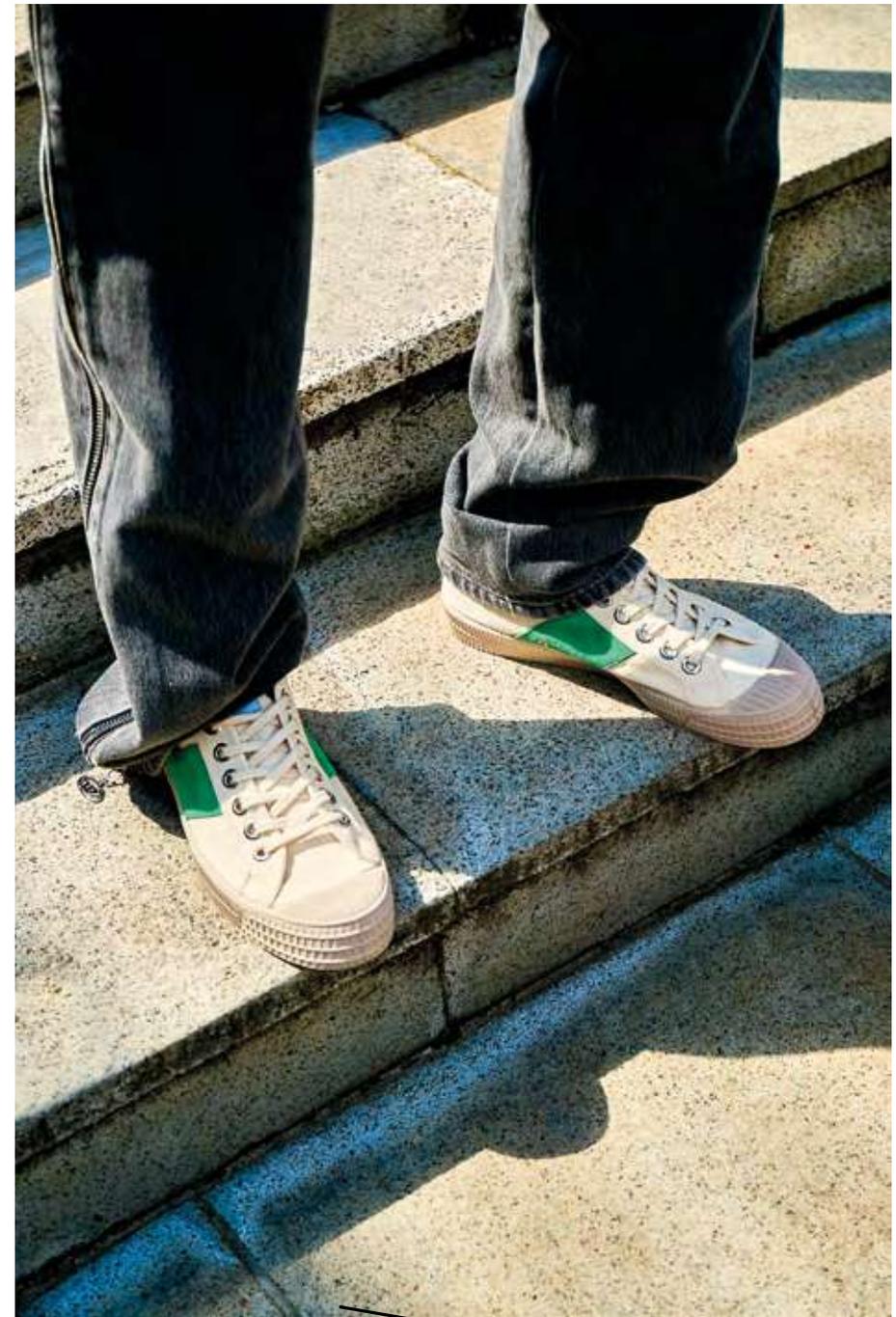
NOVESTA
STAR MASTER

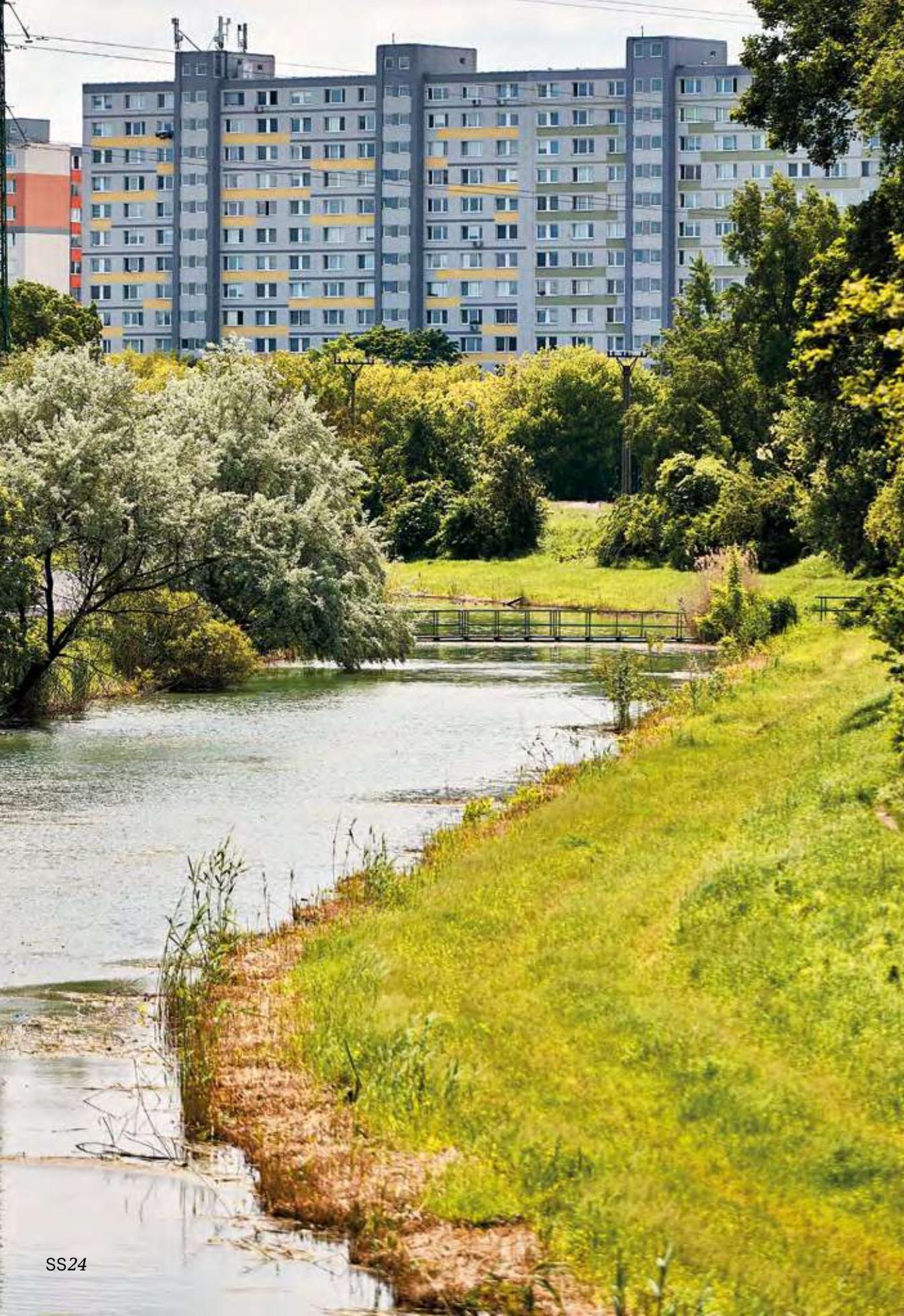






Novesta's signature model has been a staple for over 70 years and has been loved by various celebrities in the modern era. The STAR MASTER still carries the unmistakable chunky sole and vulcanisation marks that guarantee a true Novesta shoe. Every pair is handmade from the finest natural materials. The 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.







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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.











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. This season's color palette is genderless stone colors.







LOW CUT version of the classic RUBBER SNEAKER model that can be worn in all weather conditions. A rubber coated sneaker that will accentuate your outfit without distracting from it, even on days when there is a sudden rainfall. PETA approved vegan.





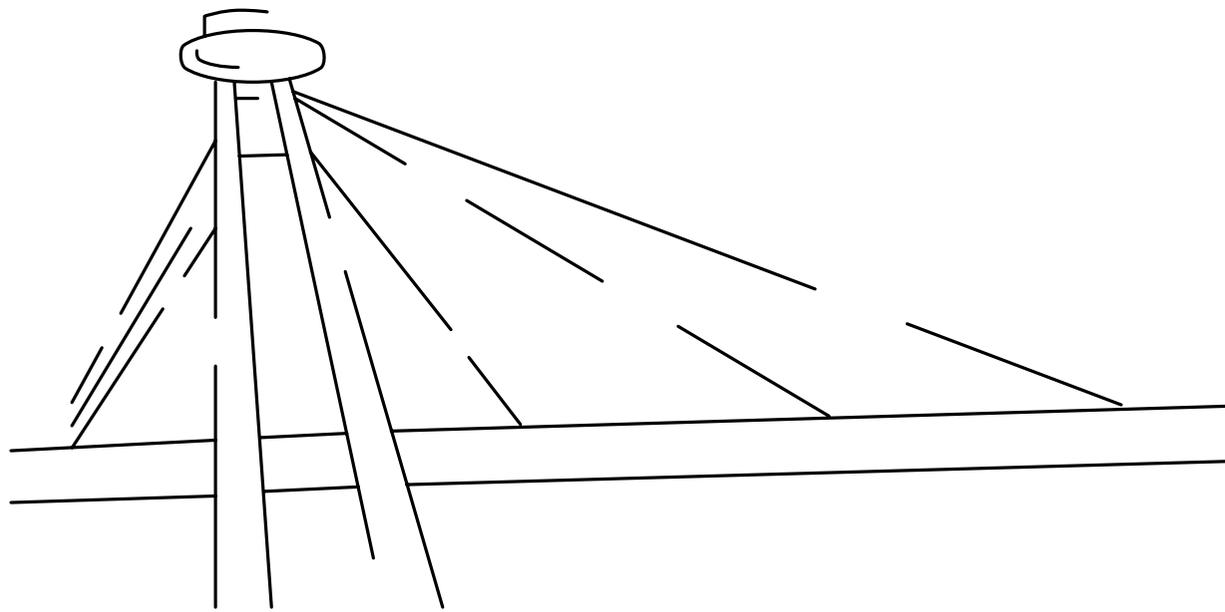


Introducing a breath of fresh air for this season from Novesta, our newly crafted cork-sole sandal.

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.



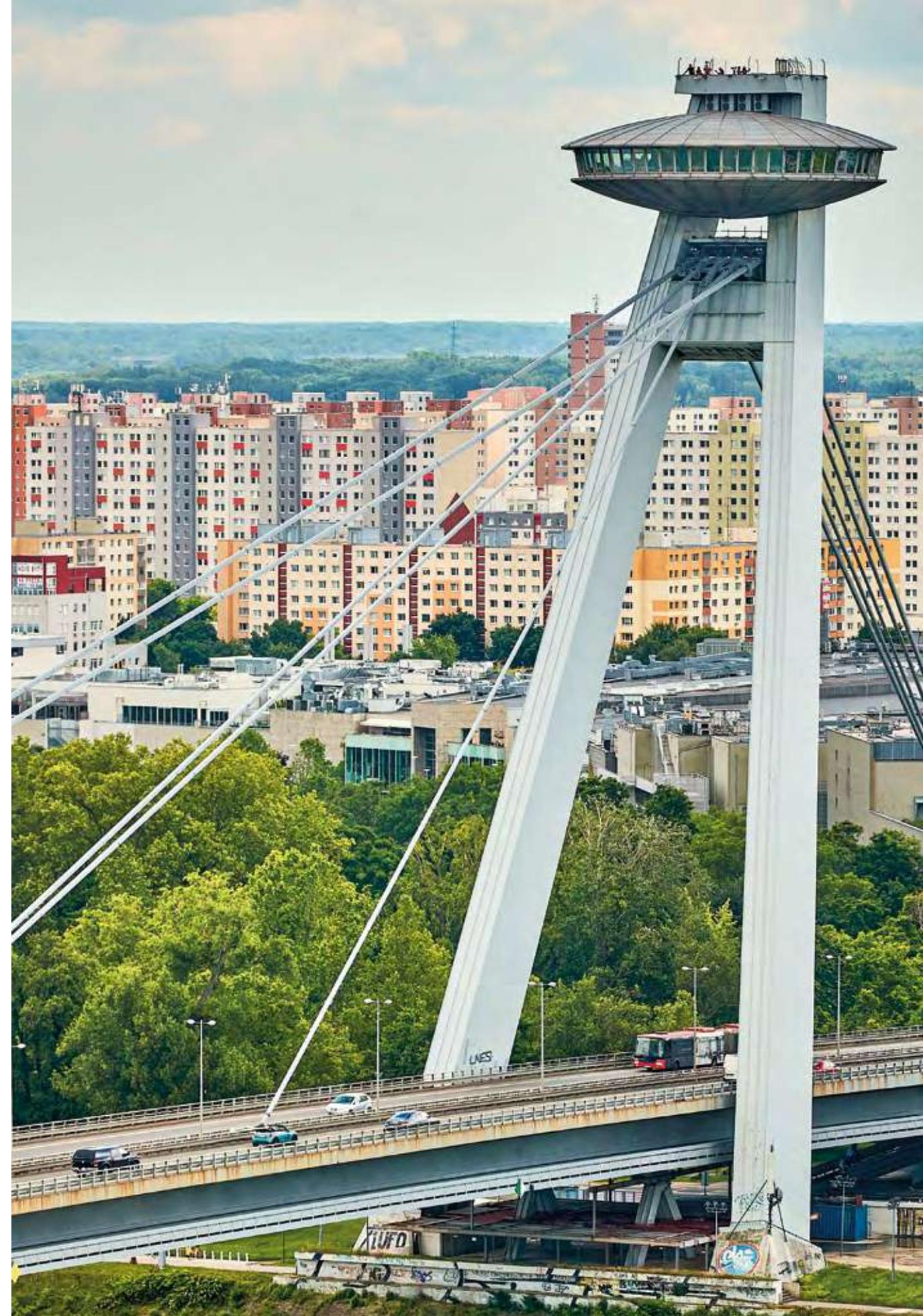
MOST SNP



Most SNP, also known as the UFO Bridge, is one of the most iconic landmarks in Bratislava, Slovakia. This impressive structure spans the Danube River, connecting the Old Town of Bratislava with the district of Petržalka.

Construction of Most SNP began in 1967 and was completed in 1972, during the era of Czechoslovakia's communist regime. The bridge was designed by a team of architects led by Ján Lacko, and its distinct shape and futuristic appearance have made it a symbol of Bratislava's skyline.

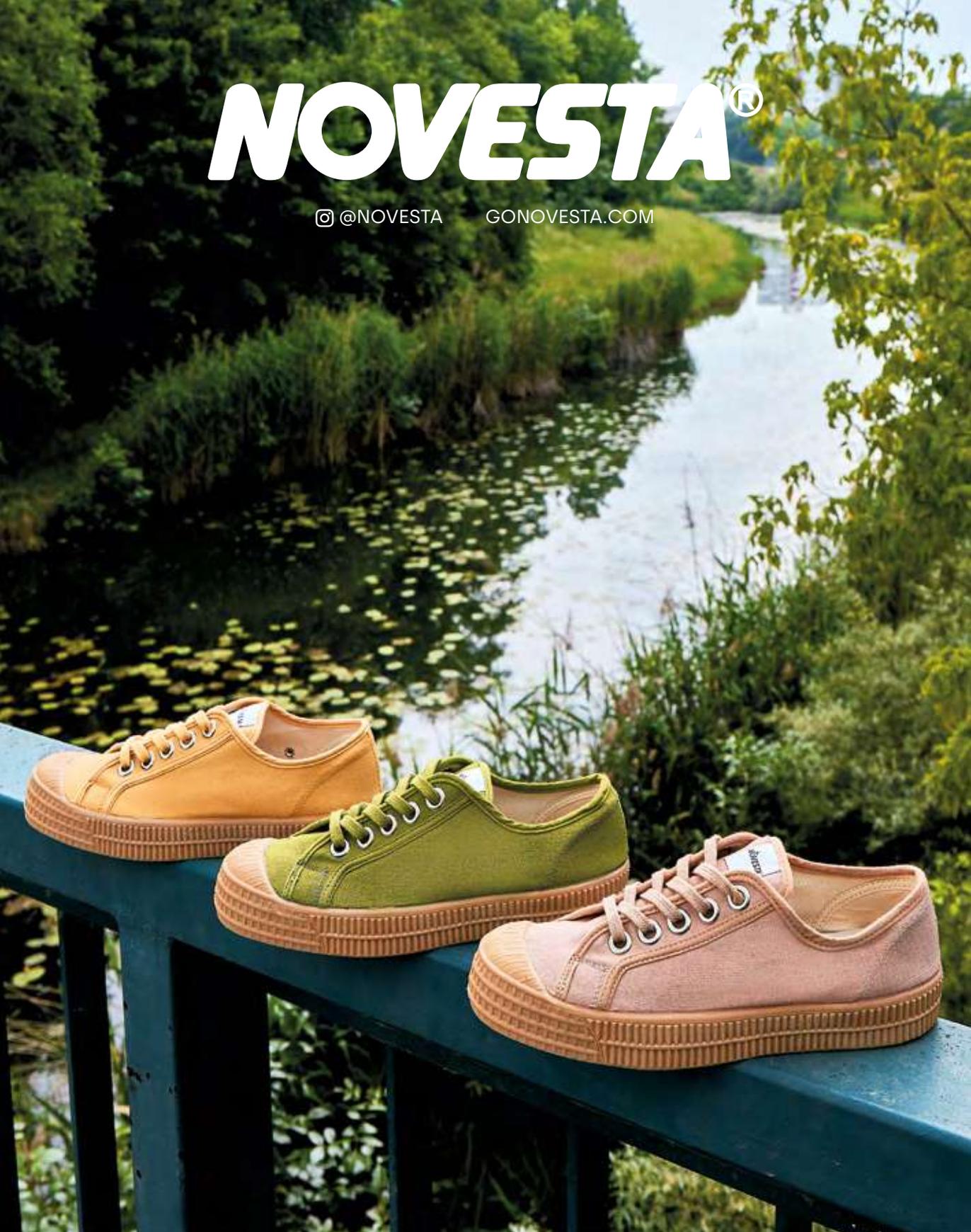
The UFO Bridge stands out for its unique design. Its main feature is a soaring pylon that supports a flying saucer-shaped observation deck, which gives the bridge its popular nickname, the UFO Bridge. This observation deck, known as the UFO Tower, sits 95 meters above the ground and offers breathtaking panoramic views of Bratislava and the surrounding area.



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