

2021

SPRING SUMMER

NOVESTA®





SINCE 1939

NOVESTA HERITAGE

NOVESTA was born in Slovakia's historic Bata industrial park in 1939. Specialising in crude rubber and cotton canvas, Novesta quickly became the main supplier to leading European designers and shoemakers for more than half a century.

In 1992 Novesta, the brand, was formed.

Novesta continues to supply top brands with their crude rubber, but it is known as one of the world's pre-eminent shoes brands. We only use natural materials in our production and everything is finished with European style and sensibility.



STAR MASTER

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 rubber and canvases. The style is recognisable anywhere in the world.

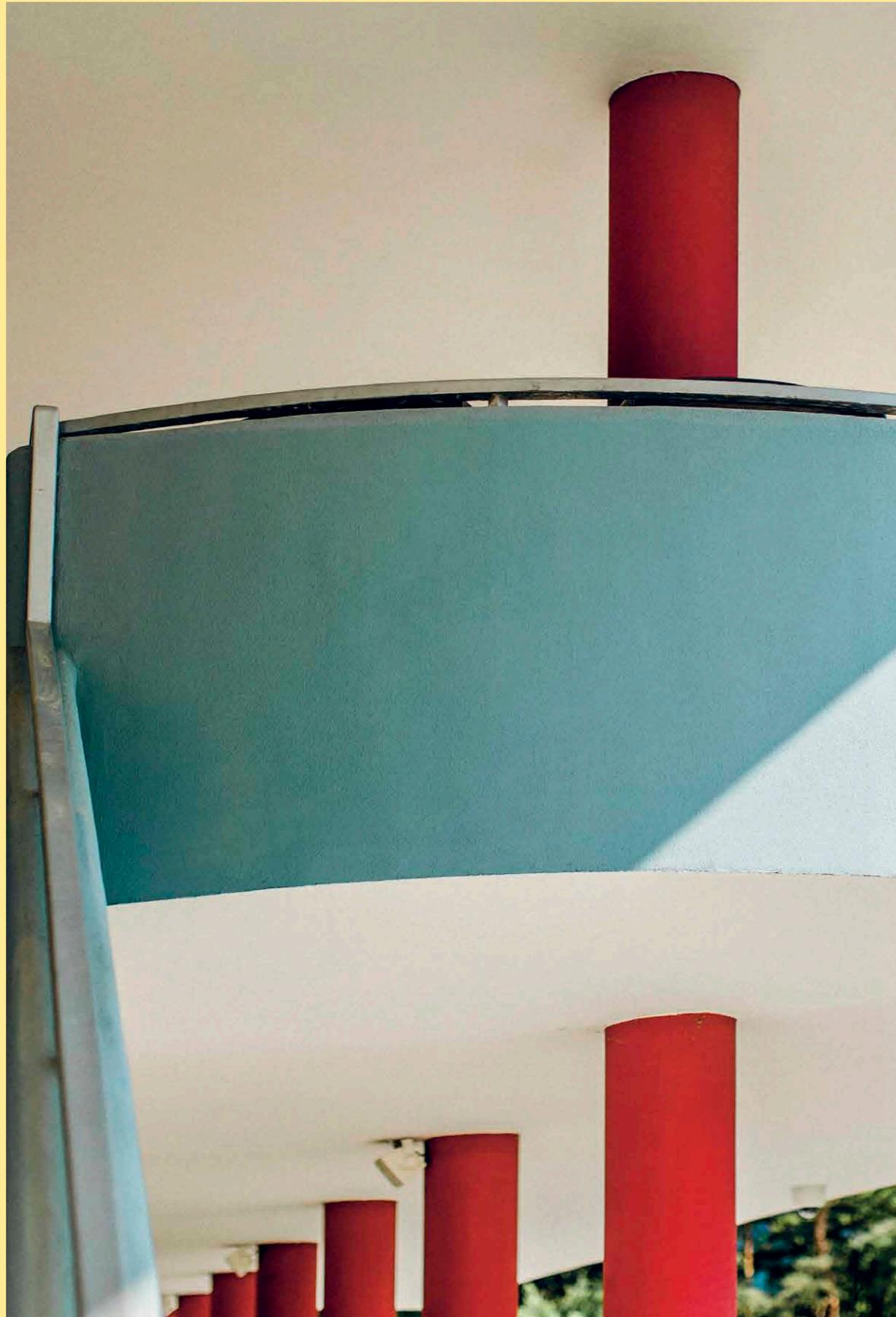


{ PETA - APPROVED
VEGAN }









STAR DRIBBLE



PETA-APPROVED
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MARATHON TRAIL

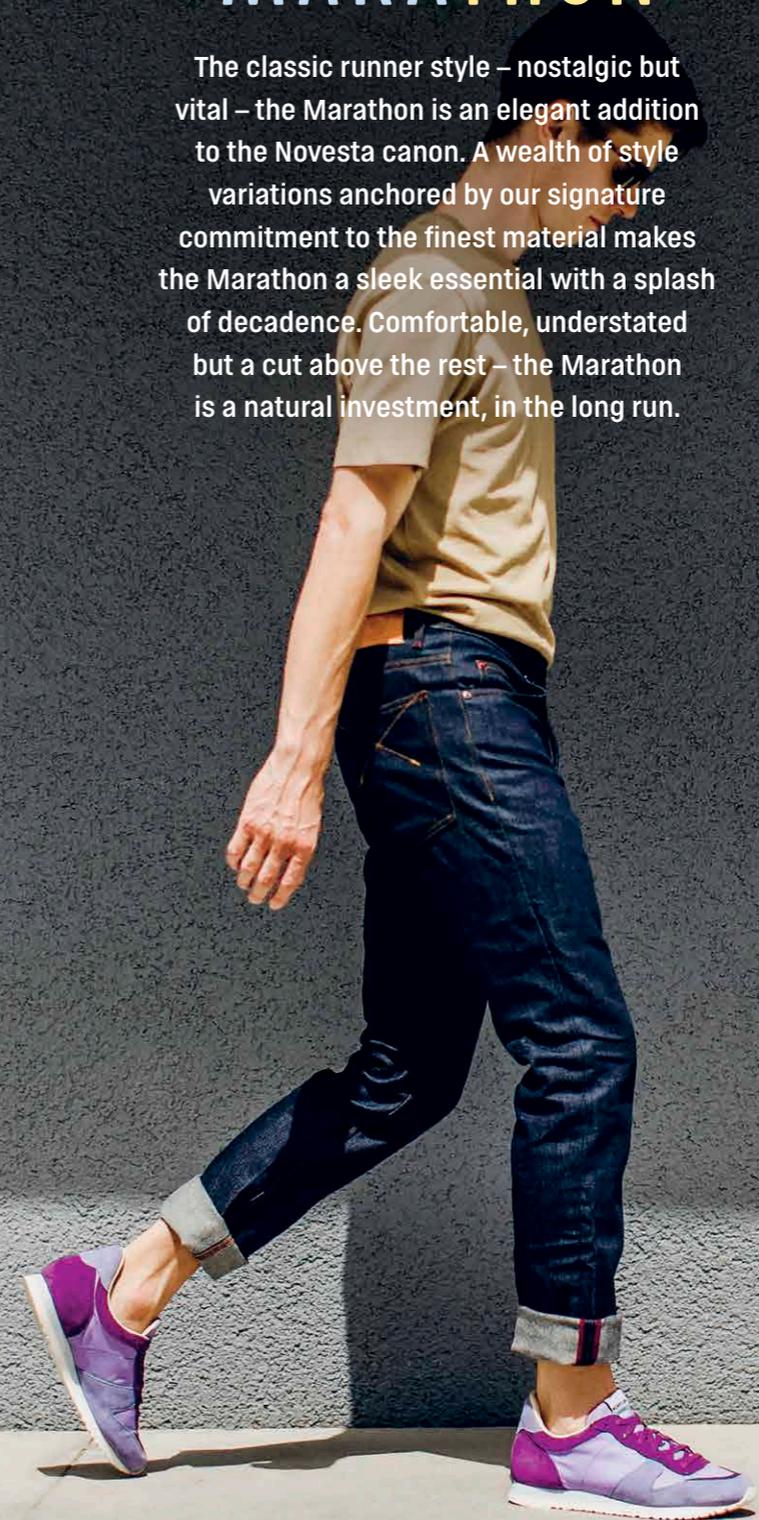
The Marathon Trail Sole is one of the classic outsoles from our Partizanske factory. Throughout our long history, our Marathon Trail Sole has proven invaluable to walkers and runners faced with uneven and changing terrain. A classic feature in shoes produced during the Czechoslovak era, this sole combines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





MARATHON

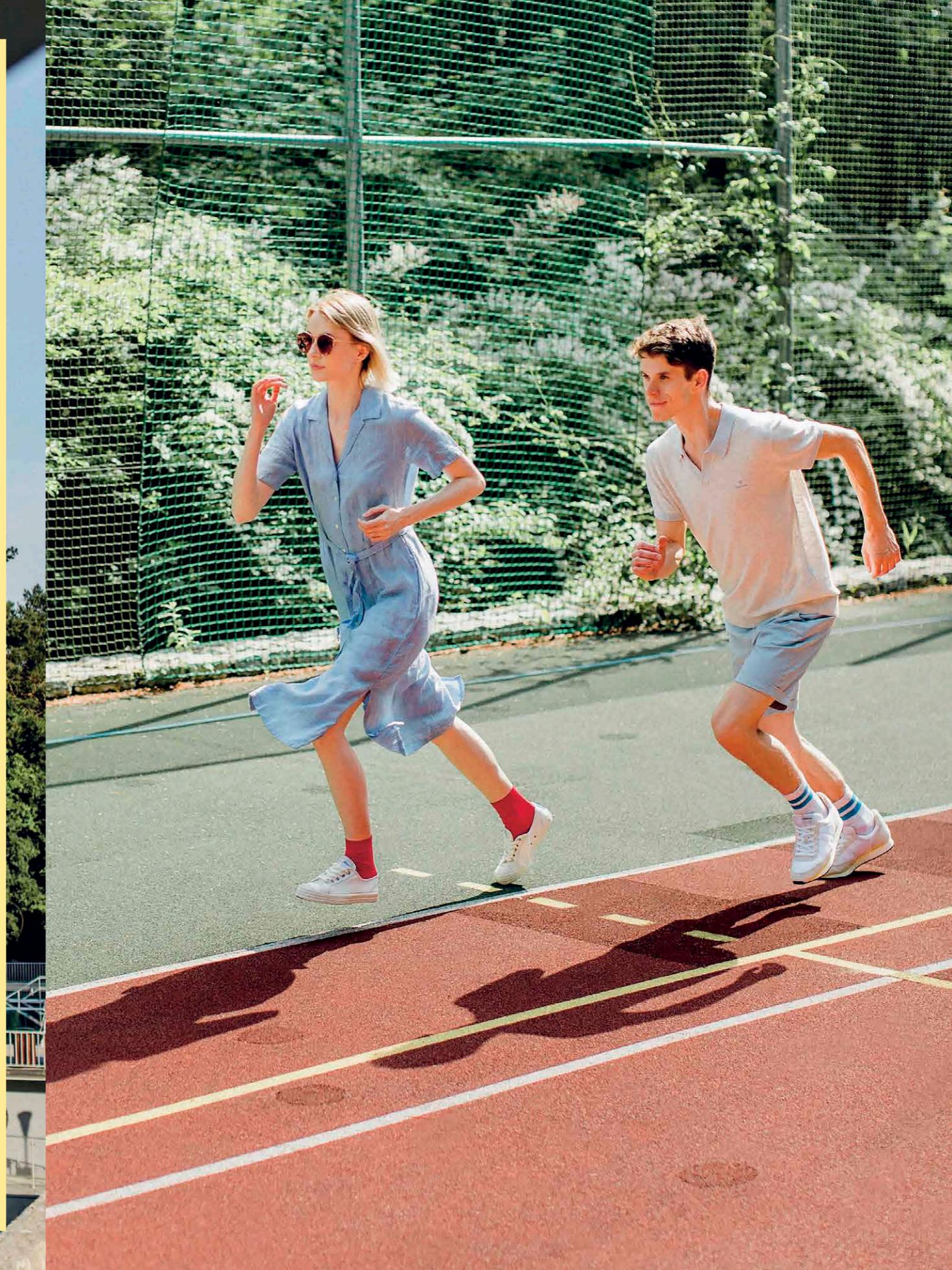
The classic runner style – nostalgic but vital – the Marathon is an elegant addition to the Novesta canon. A wealth of style variations anchored by our signature commitment to the finest material makes the Marathon a sleek essential with a splash of decadence. Comfortable, understated but a cut above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

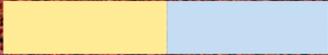




THE NOVESTA TRAMPKY

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.





RUNNER



Novesta's new running shoes are lightweight models made of breathable mesh material. The upper has a durable structure by covering the entire side. The lining is made of durable, recyclable synthetic leather that absorbs moisture properly, so you can have a comfortable time even in midsummer. This model is based on running shoes made in Eastern Europe from the 1970's to the 80's.





THE ZELENÁ ŽABA (GREEN FROG) SWIMMING POOL

The Zelená žaba swimming pool in Trenčianske Teplice, built in the functionalist style, is unique not only for its inter-war architecture, but also for its history, which dates back to the second half of the 1930s. After the First World War, the area had been used as a location for the recuperation of wounded soldiers and it was at that time that the decision was taken to build a swimming pool in the woods. The building, standing on a hill above the spa town surrounded by mountains, is the work of the Brno architect Bohuslav Fuchs. The main pool was carved by hand into the rock and today, because of its unique technical construction, the Green Frog is a protected and listed monument. The original idea was for people to use the pool as a respite from the city and the pool was deliberately located on hill to ensure maximum sunshine. Unfortunately, the main pool collapsed in 2000 and the area was left to decay for 15 years. However, in 2015, reconstruction started, and in 2017, the swimming pool was reopened to the public.



LACES
2 pack
100% cotton

LAYOUT © MARTIN MISTRÍK

STYLING © JANA TOMAS

PHOTO © ZUZANA GAVULOVÁ



SHOE HORN

Handcrafted with love in Slovakia out of ash-tree and oak wood.

Beeswax gives it a smooth finish and a beautiful smell. 10% of proceeds are donated to Save the bees foundation.



NOVESTA®

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