

SINCE 1939

NOVESTA HERITAGE



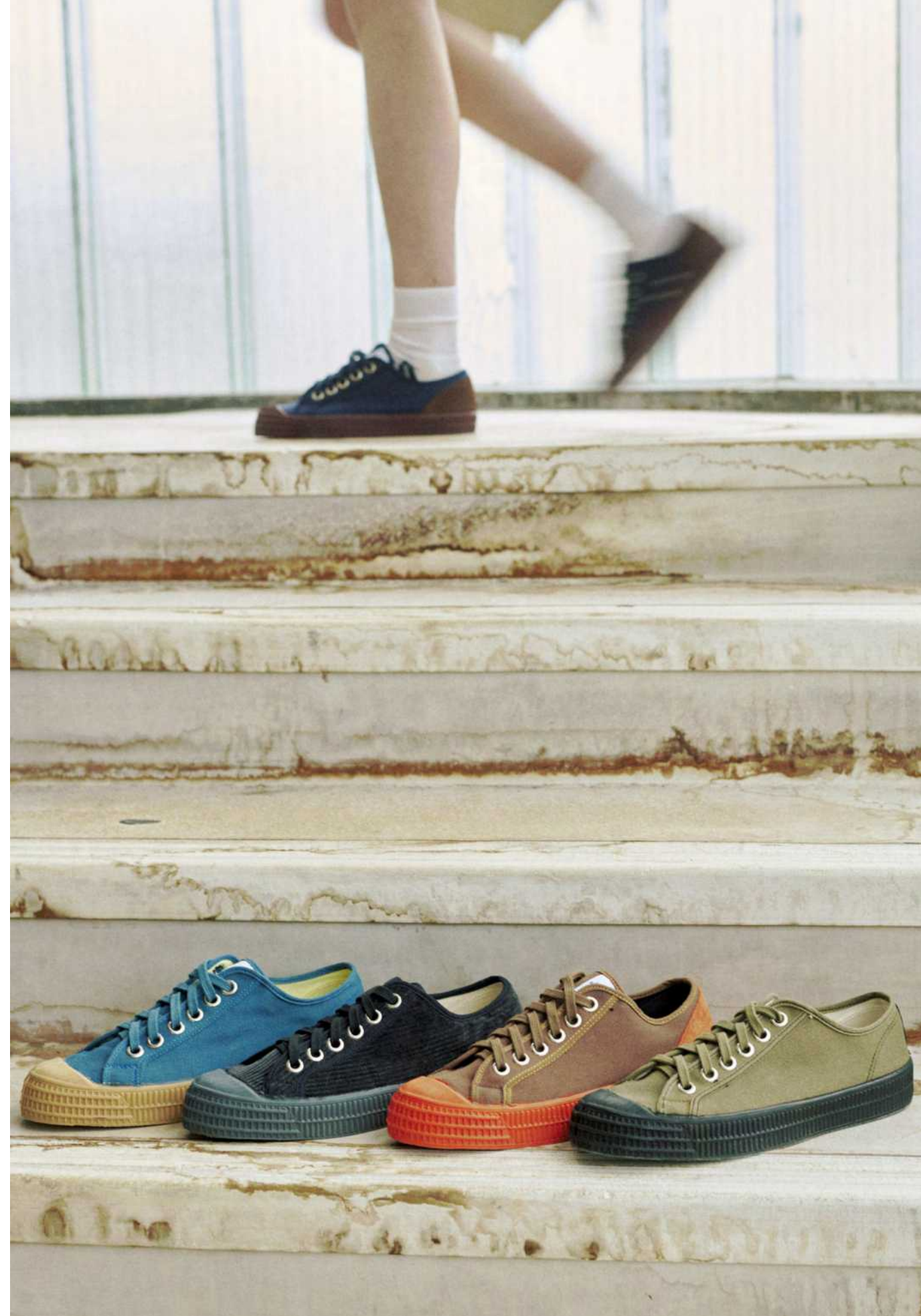
NOVESTA has become one of the last purely European produced brands throughout Europe since its creation. Our journey began when Bata opened their factory in 1939 and since then we are one of the few world's brands left, operating in the original premise with the original method on the good old reliable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



STAR MASTER

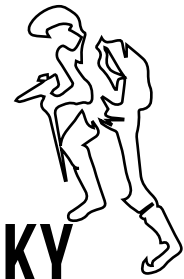
NOVESTA's Signature model has been a staple for over 70 years and has been loved by various celebrities in the modern era. The STAR MASTER still carries the unmistakable chunky sole and vulcanization marks that guarantee a true Novesta shoe. Every pair is handmade from the finest natural materials. The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







STAR DRIBBLE



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 created as a hiking essential, 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.



STAR DRIBBLE HIKER

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 around the sides and on the toe cap.



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. The colors of the 23AW season are inspired by the architecture of Slovakia's historical cities and the colors of the 60's residential interiors where Slovaks spent their winters.



MARATHON HIGH

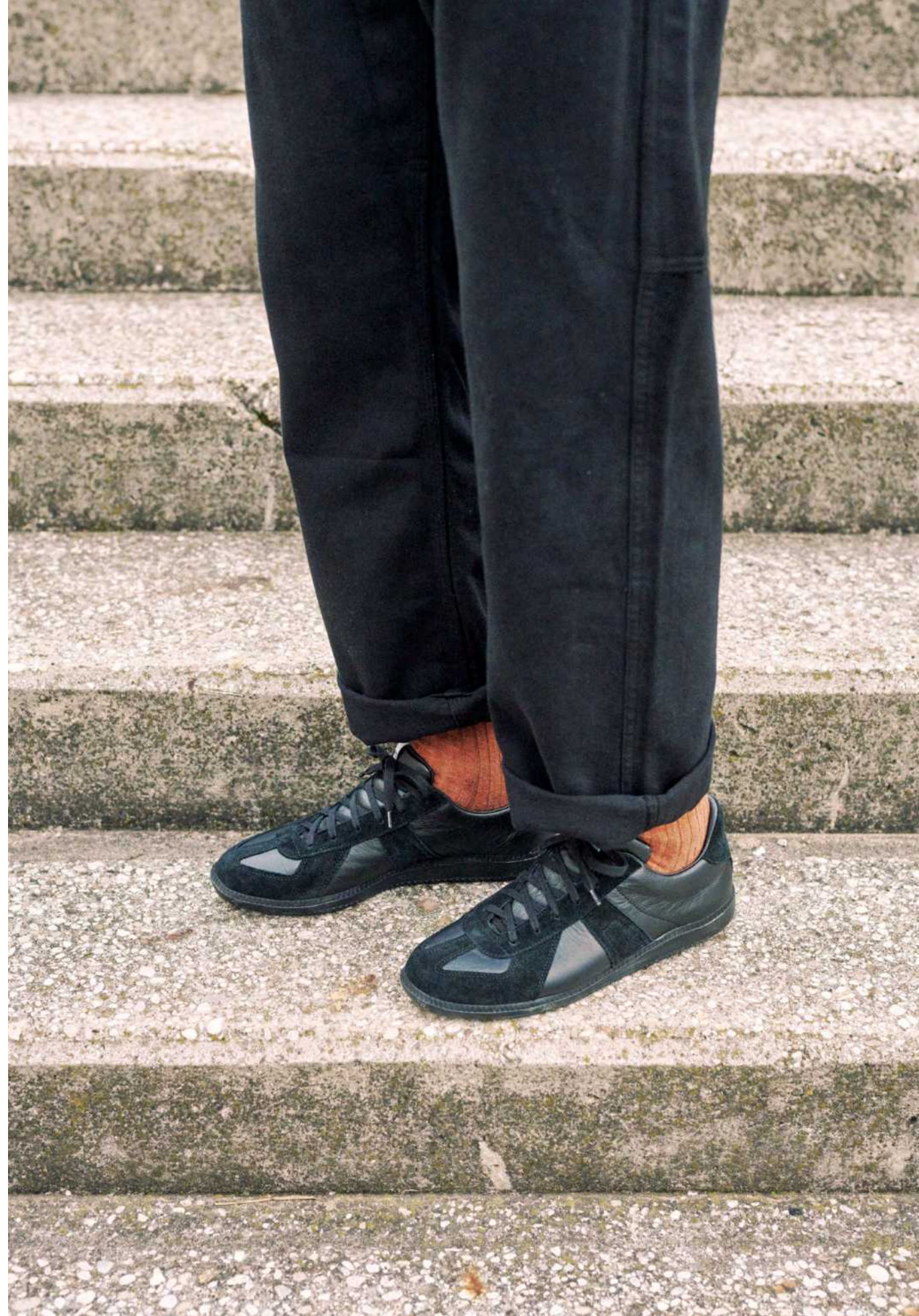
The Marathon High is a new MARATHON model inspired by the feel-good details of Slovakian leisure hiking and street basketball shoes from NOVESTA's extensive archival collection. The MARATHON is a high cut shoe, yet lightweight and comfortable, just like the current MARATHON. The first collection is a collection of genderless basic colors that look great on the street and outdoor colors that blend in with Slovakia's natural scenery.





MARATHON RUNNER TRAIL

The MARATHON RUNNER TRAIL is the lightest model of the Novesta shoe line. This classic shape is based on running shoes made in Eastern Europe in the 1970 s and 1980 s. They are designed seasonally and are inspired by the ambience of contemporary Slovakia. The Marathon Runner adds color to your foot locker. The lining is made of a durable and recyclable synthetic leather which absorbs moisture properly, so you are comfortable anytime you wear them. The color palette are basic shades that do not interfere with winter outfits.





GAT TRAIL

German Army Trainer Trail is made of the finest certified materials. It is out of the historical shoe manufacturing experience based on the 80 s archival shape of our Partizanske Headquarters. 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.





RUBBER SNEAKER LOW

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.



SUSTAINABLE PROJECTS





**CHELSEA
BOOT
WINTER**

IUVENTA

The author of Iuventa on Karloveska Street is architect Ladislav Bauer, it was built in the style of late modernism. Bauer was one of the icons of modernism, like Ferdinand Milučký, Vladimír Dedeček, or tefan Svetko.

Iuventa was built in the 1980s, when postmodernism was emerging, but the generosity of modernism still strongly present.

Modernism is visible not only in the design of the building, but also in the design of the surroundings and the overall set-up. The natural environment was not only a pleasant space for visitors of leisure and professional events, but it also served as a site for research activities for students with focus on Natural sciences.

Today Iuventa is used for sports activities for children, there is a swimming pool and two theatre halls.



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