

MILLINERY *Matters*

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA

PRESIDENT'S MESSAGE



I'll start by saying I hope you and your families are all okay. This is crazy what is happening at the moment. It's like a really bad sci-fi movie! Just last month the Melbourne members were at the Multicultural Hub in the city and all heading out for drinks and dinner after our monthly meeting. None of us could have predicted then, how much the world would change in just four weeks!

Personally I've been feeling scared and quite overwhelmed by it all, The MAA has many members that are nurses and frontline workers and I would like to take time out to acknowledge just how much I appreciate you and the amazing work you do. Also, I really need to thank our Committee 2020 for being so amazing with all the work they have been doing. They are a great bunch of women, so passionate about millinery and the MAA and I hope they will have the opportunity to get a lot of the projects that they have been working on behind the scenes prior to the Coronavirus outbreak up and running. Sadly we have had no choice but to postpone our design competitions and gala evening to 2021. The MAA has paid a deposit on the Adelaide venue, Ayers House and they have kindly offered to transfer our deposit to secure the same dates next year. So, it will be the same city, same theme and same venue plus Adelaide will also have the opportunity to host the bi-annual MAA Hall of Fame tribute.

Whilst we are in isolation, we need to make the effort to support each other emotionally and stay in contact. We have our Zoom account which can be used by any members at any time. It's the same number that we use for meetings and for the upcoming Trivia Night – 4135 698 540. Perhaps we could start a fortnightly wine and nibbles Zoom night, a book club where we all read the same eBook and then meet on Zoom to discuss or a movie club where we watch the same Netflix movie and then catch up with wine on Zoom to talk it over and Louise Macdonald has suggested a regular Wednesday Zoom 'Stitch and Chat' session. I love it!!! During this time of isolation Zoom has never been a more important tool to have in our workrooms!

Get to Know **YOUR** Committee



POSSUM BALL - President, Victoria

Possum is a self taught milliner and the President of the Millinery Association of Australia since 2018. She was previously a court stenographer but was bitten by the millinery bug well over 10 years ago and since then has had many of her pieces worn at racing events and featured in press articles around the country. Whenever possible, Possum loves getting away from city life spending quality time with her husband, David, their four sons, plus two dogs, a few cats, a couple of horses and numerous other four leggeds at their farm just north of Melbourne.

RACHEL HENRY - Vice President, Victoria

Rachel started her millinery training at the Melbourne Fashion Institute under the guidance of Rose Hudson and went on to complete Cert III and IV at Kangan Institute with Serena Lindeman. Her signature 'ombre wave' is recognisable anywhere. Originally from England, Rachel and her hubby, Simon, now call Australia home along with their two young children, Olive and Jesse. She's based in Melbourne's western suburbs in the beach side suburb of Seaholme where she has created her home studio. This is Rachel's second year as a committee member and first as VP.



Millinery: a focus on WEDDINGS with Wendy Diggles



Jo: Why has bridal been such a focus in your creative journey do you think?

Wendy: I have always considered bridal a very important part of my work, previously as a jeweller and headpiece designer and now as a milliner. I have been designing and making bridal headpieces and jewellery for over 25 years, originally in Sydney and now in Brisbane winning several ABIA awards along the way.

Jo: What would you advise a milliner to do to begin a bridal range?

Wendy: Study current bridal trends, local designers, gowns and both colour and trim options. Extreme looks are best left for cat walk parades or photo shoots as the majority of brides just want a classic look and to feel beautiful.

Jo: How do you set up your consultations with a bride? What questions would you ask your client?

Wendy: I recommend having a check list of questions to run through on the first meeting. This way you have the big picture before you start designing and this will enable you to give quotes quickly and accurately. It's important to have a written form or contract that is agreed to by yourself and the client. It doesn't need to be a long legal document but needs a clear description of the piece, the price and the date required. Make sure you have enough time from the first meeting to the actual wedding date PLUS build in a safety margin, If you have too much time though, the bride may keep changing her mind and if not enough time then stress can make them irrational! Two to three months usually works well for me. I also recommend you take a 50% deposit with balance paid upon completion and pick up. Some milliners offer staggered payments but a non refundable deposit is essential as a bespoke piece is unlikely to sell to someone else.

Jo: What factors need to be taken in to account when designing a bespoke bridal headpiece?

Wendy: There's a number of factors to be considered. A large part of designing a bridal headpiece is of course the dress. The colour of the dress, its style, fabric chosen, any trims, embroidery or beading used are important elements to consider. There are many shades of ivory, blush, white, nude out there and getting the perfect match is paramount. Also other colours associated with wedding should be taken into account such as the bridesmaids, flowers, church decorations, suits worn by groom and best man and the reception decor. Is the bride wearing a veil? What is its colour, length and where will it be worn? Will it be over the face at any stage? Is there a family tradition surrounding weddings or are cultural or religious views to be considered? What are the bride's likes or inspiration? It's great if they have pintrest pics or other photos to get an idea of the style they are thinking of and what they like. Something pictorial is much better than a description. There is an abundance of cheap 'off shore' headpieces on the market so embrace your point of difference with your client, One thing that you can offer that Ebay can't is expertise and personal service. Most brides want to look at finished pieces and try them on to find a style that suits, so I have a selection of samples. I find this very useful and it's a great starting point when designing a bespoke headpiece.

Jo: Do you have any words of wisdom for our members who may be considering entering the world of bridal headpiece design?

Wendy: Bridal is not for everyone. It does require much patience, good clear communication, realistic expectations and an ability to handle stressed brides with an overall sense of calm and reassurance. There are also no second chances as deadlines are firm so you need to be organised. Thankfully, bridezillas are rare and the vast majority of brides are lovely to work with and very grateful and happy when their piece is finalised and ready for collection. I think encouraging brides to select quality bridal headpieces and to promote different styles and options is important to our industry. I hope some of you take it on and enjoy it as much as I do.



Virtual FOTF Competition

By Milano Imai

We've all suddenly found ourselves in uncertain times due to the world wide COVID19 pandemic, With all race days around Australia having restricted access until further notice and FOTF events cancelled, Viera Macikova from Get Racy, Bethany Brajkovich from Best Dressed



Access and myself (Milano Imai), have come together to create a Virtual Fashions on the Field Competition.

There is a large community of women and men across Australia and New Zealand who love getting dressed up for a day at the races and trying their luck in FOTF competitions. With events cancelled, we wanted to provide an alternate platform for everyone who had already spent many hours and dollars on their race day look to still have a chance to showcase them. We also felt it was important to continue to support our local businesses in the hope that milliners and dressmakers continue to receive orders. It was also a chance to bring some excitement and joy to our community whilst still adhering to the Federal Government's strict self isolating guidelines.

The competition is set up to run over five weeks. There will be three rounds for women and one round for men with a supreme winner chosen from each of the four weekly rounds to go the final. Each week there are some amazing prizes on offer for the 1st, 2nd and 3rd place getters. We were blown away by the support from our racing fashion community after we announced the competition with over \$16,000 in prizes flooding in! Prizes include millinery pieces and vouchers from our amazing milliners around the country, vouchers for dressmakers and style sessions, jewellery prize packs, race day tickets, magazine subscriptions, fashion illustrations, high tea vouchers and skincare packages. We have just completed round one with winners announced and round two will have closed at the time of this article going to print.



Our week 1 winners were

Khristina Vasko, Stacey Hemera Roberts and Kelly Carty

Any one wanting to enter the virtual Fashions on the Field competition (there is still one women's and one men's round to come) can check out all the competition details, photos, guidelines and rules at www.virtualfotf.com. If you've ever wanted to have a go at a Fashions on the Field competition, but felt overwhelmed, intimidated, not ready or just plain scared, NOW is the perfect chance to enter and have some fun from the comfort of your own home!!!

LINKS:

Viera Macikova www.getracy.com.au

Bethany Brajkovich <https://fashionsonthefield.home.blog>

Milano Imai www.milanoimai.com

Virtual FOTF Competition www.virtualfotf.com

Virtual FOTF Competition www.instagram.com/virtualfotf

Royal Adelaide SHOW

By Janelle Haffenden

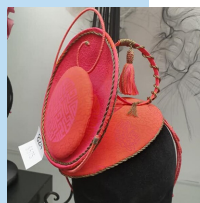
The Royal Adelaide Show is usually held during the early part of September each year, but due to the global pandemic no new information is currently available to share. We can only hope that it will proceed as planned which will give us all something to look forward to and it will keep our creative focus in these very challenging and uncertain times

Last year was apparently the largest number of entries ever received in the millinery class of the handicraft section of the Show. If things continue this way we will end up with a full display case just for millinery. So here's your chance to help that happen. Millinery Association members entered some stunning hats and placed well amongst the finalists. Given the amazing creativity, stylishness and quality of finishes, I am quite sure the judges had a difficult time choosing.

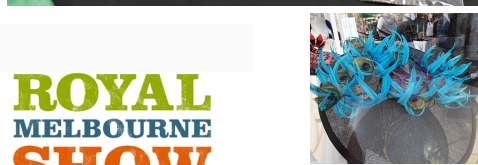
The categories for 2020 are Summer Hats, Winter Hats, Novice section (new show entrants only), Open, Bridal and of course Racewear. The details of each of the categories can be found in the competition schedule – <https://www.theshow.com.au/media/3682/2020-handicrafts-competition-schedule.pdf>

This year the MAA is presenting prizes in four categories...Best Overall Millinery Exhibit plus Best Overall Exhibit in the Open, Bridal and Racewear sections.

Last year we had milliners in attendance on a couple of the show days. We gave demonstrations on some of the finer points of our craft and answered lots questions. It was lovely seeing interest and enthusiasm from the general public...many of whom had never seen or thought about how a hat is made.

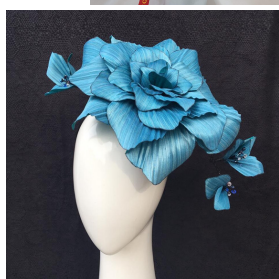
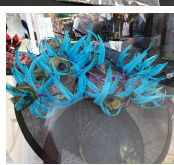


**ROYAL
ADELAIDE
SHOW**



**ROYAL
MELBOURNE
SHOW**

**NO NEW
INFORMATION**



**Ekka
CANCELLED**



**Sydney Royal
EASTER
SHOW
CANCELLED**

NOTICE Board

1

The
Millinery Association
of Australia
is excited to announce a brand
new collaboration with the
Guild of Objects.
Watch this space for more
information

2

Rachel Henry has
started a
Spotify playlist

'MILLINERS CORONA LOCKDOWN'

and would like to encourage
all our members to enjoy listening to this
whilst working away in isolation. She
welcomes you all to add songs
to our playlist too.

https://open.spotify.com/playlist/3dYL3xYpJ8mTCStL8IKRJd?si=bYTQO46IS1yMl0lVLqpS_g

**Louise MacDonald has
organised several**

'STITCH & CHAT'

**Wednesday sessions
on Zoom**

4135 698 540

Join in...all welcome

Check out private MAA Facebook posts for
information as it becomes available

3

4

The
MAA Committee
is sad to announce
that unfortunately all its
planned events and
classes for

2020

have been cancelled for the
foreseeable future due to
Covid 19 social distancing
regulations

Sharon Schreurs has
organised a
MAA

'ZOOM TRIVIA NIGHT'

**on Saturday 18th April
at 7.30pm**

Come on your own or with
your brains trust.
House mates, kids and
partners welcomed

Dress like the Wild West

Prizes for Best Team Name
and highest score

BYO :-)

5

ASSOCIATE DETAILS



- Check with supplier for discount codes
- Valid for on online purchases of \$100 or more
- Cannot be used with any other offers and discount, excludes blocks and classes).



- Premium quality professional hat blocks and customer service
- Free design and drafting work
- Custom designs welcomed
- Blocks refined for free
- Lifetime warranty
- Free postage



RICHARD SHAW
Photographer

- Portrait, fashion, corporate, editorial and event photographer
- Images have featured in a number of solo exhibitions
- One of Australia's leading photographers of racing fashion
- Has worked with reknown milliners and fashion designers



- Learn millinery at your convenience
- Discover hat courses for all levels that cover technical skills, creative techniques, industry knowledge
- Unlimited lifetime access to your millinery courses
- Review videos to check your progress
- Insight from milliners worldwide in galleries, forums, videos and blogs



- Brand new location
- Same great service
- Exclusive 'powder stiffener' can be delivered anywhere in Australia
- Enjoy a **10% discount** as an MAA member



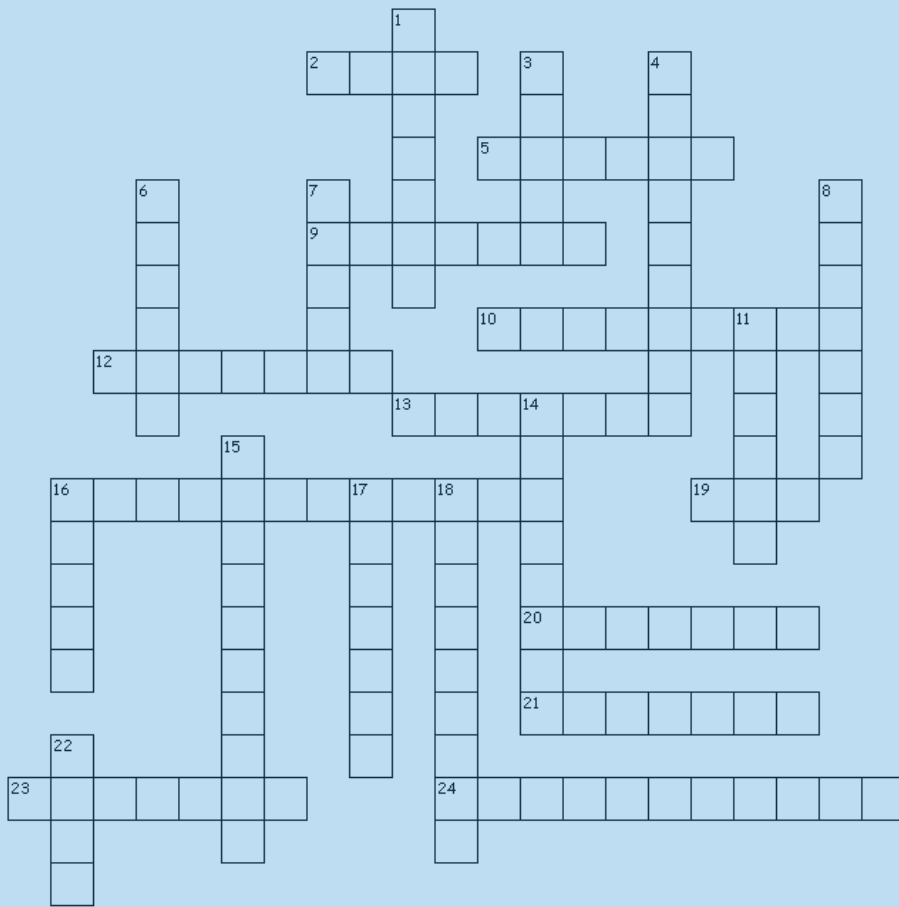
- Use the code **MAA05D** to get 5% discount
- Sign up to our Adora's Club to get automatic discounts
- Be the first to know about our specials



- We offer a **10% discount** no matter the size of your order
- Check with supplier for specific discount codes
- Additionally we will have monthly special offers...check website for details

Associates, **please** remember to send your updated monthly specials, any new offers, classes or discount codes you want to have included in each edition of the newsletter.

newslettermillineryaustralia@gmail.com

**Across**

2. Usually worn by a bride
 5. Hat (slang)
 9. Well known for wearing a stove pipe hat
 10. Our favourite kind of ribbon
 12. Custom made
 13. Chemical causes hatters to 'go mad'
 16. Patron saint of milliners
 19. Type of felt hat
 20. French word for hat
 21. Trans-seasonal material used by milliners
 23. Popular hat style in the 60s
 24. Millinery _____ of Australia

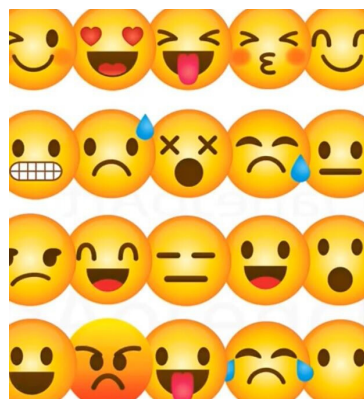
Down

1. Hat favoured by Napoleon
 3. The part of a feather often used in trims
 4. Scottish woollen bonnet
 6. Gangster Al Capone's favourite type of hat
 7. Most used tool for making hats
 8. Usually worn on a milliner's middle finger
 11. Famous for wearing a deerstalker
 14. Type of stiffener
 15. A word most milliners dislike
 16. Preferred sewing needle used by milliners
 17. Country where Panama hats originated
 18. Social media platform
 22. Type of brim

NAME the...

- | | |
|----------------------|--------------------------|
| 1. Dog Breed | 12. Movie |
| 2. Band | 13. Dog Breed |
| 3. Movie..... | 14. Band |
| 4. Movie | 15. Proverb |
| 5. Song | 16. Country |
| 6. Movie | 17. - N Dog Breed |
| 7. Country | 18. Movie..... |
| 8. Movie | 19. Movie |
| 9. Band | 20. Song |
| 10. Dog Breed | 21. Band |
| 11. Country | 22. Movie |

SPOT the...



C B Y B N P B X J V N R B
 O O D Q O J O A Y K E T C
 M W A L I B T R U H W H A
 M L E A T H E R P S S I S
 I E R A A N E A A Y L M R
 T R H W I H R Y C A E B E
 T I T L C G W L R M T L W
 E W L R O U B T Z A T E O
 E I E T S X S M C N E S L
 M P O K S U Z U J I R M F
 W H F P A R A S I S A L I
 P A R O D E F R E T A O B

Association

Australia

Boater

Bowler

Cap

Committee

Fedora

Flowers

Hat

Hatbox

Leather

Millinery

Newsletter

Parasial

Percher

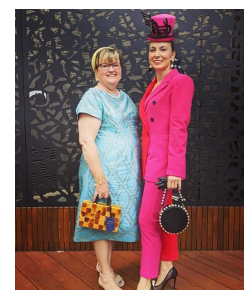
Photographer

Sinamay

Thimble

Thread

Wire



MAA Meetings

Due to Covid19 social distancing guidelines
our meetings will now be conducted using the
Zoom online platform only

Zoom Log In: 4135 698 540

Tuesday April 28th at 7pm EST

Wednesday May 27th

Tuesday June 30th

Wednesday July 29th

Tuesday August 25th

Wednesday September 30th

Tuesday Oct 27th (Zoom only...unofficial meeting)

Tuesday November 25th AGM

Good newsletters don't just happen and they are not interesting without
good content. If you have a millinery story, a hatty photo that you'd like to share or simply
a suggestion for a future article then please email

newslettermillineryaustralia@gmail.com

And don't forget to check out our new look website.
Your 'go to place' to stay informed and be up to date about all things MAA.

WWW.MILLINERYAUSTRALIA.ORG