

MILLINERY *Matters*

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA



DESIGN AWARD

The Millinery Association of Australia is pleased to present its annual Design Award, this year from Melbourne, with the theme CHIAROSCURO.

The prestigious Award recognises and celebrates excellence in original millinery design and workmanship and proudly showcases superior examples of Australian millinery from its members to a national and international audience.

Here is what we can share so far...

- Submissions will be judged by a panel of 3-4 millinery and fashion industry experts and there will also be an online 'People's Choice' category
- Photography by Richard Shaw. Portrait, fashion and editorial photographer that we have all come to know and love...worth entering the competition just for the amazing photos!!!
- Winners of both the Design Award and the Student Design Award will be announced against a backdrop of celebration at a Millinery Gala event in July

The Committee will announce further details very soon, so stay tuned on social media, check the MAA website and look at your emails for more details coming your way.

Design Award

Cost: \$80 (inc. entry, photos and return postage)

Registration and Payment: Closes Saturday June 1

Submission: Hats due on or before Friday June 7

Photoshoot: Saturday, June 15

Judging: Tuesday, June 18

Model Details: TBA

Social Media: Top 10 announced Monday, June 24
with finalists featured daily on MAA social pages

Millinery Gala: Sunday July 7, 2019

Student Design Award

Cost: Members \$30 Non Members \$55

Registration and Payment: Closes Monday June 10

Submission: Hats due on or before Friday June 21

Judging: Monday, June 24

Judges: Katherine Cherry, Marea Bright (Hall of Fame)
and Di Kilduff

Social Media: Photos of finalists will be featured on
MAA social pages leading up to Gala Evening

Millinery Gala: Sunday July 7, 2019

Next Zoom meeting: Tuesday April 30th 7pm EST



Last year's winners L to R:
Michelle Robinson 3rd, Lisa Watt 1st and Sharon Schreurs 2nd

STUDENT DESIGN AWARD

By Georgia Skelton

Students are the future of our organisation. Milliners who will one day take on what current and past members have put in place. So, last year, with the adoption of our tiered membership system, the MAA gave birth to the Student Design Award.

Judges studied entries inside and out, both on and off the head and were very impressed with the standard of the twenty-two entries received from millinery students across Australia.

I am honoured to be managing the event again this year with the

help of our Vice President, Katherine Cherry. There will be some tweaking to improve the award, but it will be back bigger and better this year and we can't wait to see the designs our student members send in.

The theme this year is **'Urban Landscape'** and I hope all our MAA members get behind the competition. Encourage your students to enter or even sponsor the event, but most of all please spread the word!

Our Patron: Stephen Jones

Stephen Jones was born in Liverpool, England in 1957. He graduated from St. Martin's School of Art in London in the late 70's and went on to join the celebrated London couture house of Lachasse briefly before opening his own business in 1980.

In 1984, Jones became the first British milliner to work in Paris where he created hats for Jean-Paul Gaultier and went on to design for the collections of John Galiano and Vivienne Westwood.

In addition, Jones has undertaken numerous individual high-profile commissions for actors, pop groups, musicians and other celebrities - even making a personal appearance in the Culture Club video 'Do You Really Want to Hurt Me?' <https://youtu.be/2nXGPZaTKik>

When asked once about designing millinery, Jones commented "A hat is not only about the hat; it's about the earrings, the neckline and the harmony of everything going on around the face".

Stephen Jones OBE is considered to be one of the world's most radical and important milliners of the late 20th and early 21st centuries.

We are honoured to have him as the patron of the Millinery Association of Australia. (Article and photo printed with permission)



milliner (n.)

When the word milliner was adopted into the English language in the mid-15th century it was often spelled Milaner or Milener and was used to describe a person from the northern Italian city of Milan who sold fancy wares. Even then, Milan was renowned as a fashion centre and particularly for producing fancy textiles, straw works, silks, ribbons, bonnets and lace trims.

Originally all milliners were men and it is thought that the word began to be applied to women in the early part of the 18th century. Apparently, it was not until the 19th century, however, that the word milliner was reserved exclusively for a person who not only made hats, but also designed and trimmed them primarily for a female clientele.

These days it is widely agreed that a milliner is a person who is far advanced in the fine art of hat making and being called a milliner implies a high degree of Mastery of the Art.

What's New: **STIFFENERS**

A quick chat with Lindsay Whitehead from Torb & Reiner



1. What's your new stiffener called so that our members know what to order?

We just call it Powder Stiffener. It's available here <http://www.torbandreiner.com/online-shop-1/millinery-supplies/millinery-essentials/glue-and-stiffener>

2. How is it different to chemical or PVA stiffener? Powder stiffener is a lacquer based stiffener. It is made from naturally occurring chemicals rather than from petrochemicals and is non toxic. It dries quicker than other stiffeners too and soaks into felt a lot easier with far less residue. See video for more information <https://www.youtube.com/watch?v=AWVju1IAxjg>

3. How do you mix it up? It is mixed with alcohol. I recommend using 99% Isopropyl Alcohol at a rate of 1 cup per litre. However, you may want to adjust this for a weaker or stronger solution. It is mixed up and stirred occasionally for a couple of hours. Isopropyl

alcohol is available at Torb & Reiner or from cleaning supply places in Australia. DO NOT MIX WITH WATER. Please see my video for more information https://www.youtube.com/watch?v=8U5Mdgi_lg4

4. You can buy it pre-mixed for convenience or as a powder is that correct? I offer it premixed or in powder form. The main reason I stock Powder Stiffener is so that I can ship it to my regional and overseas customers who had to previously rely only on PVA or gelatin due to shipping regulations of chemical stiffener.

5. Once reconstituted how long will it last? Indefinitely. It won't go off. However, it does need to be kept in an air tight container (plastic is ok for this stiffener) to stop the alcohol evaporating. Even if it does dry out just add more isopropyl alcohol to re-dissolved the powder.

6. What are its advantages? It is not a toxic petrochemical. It stiffens really well. Dries quickly. It has a fantastic gloss on straw. No 'white spots' if water is applied after it's set like you can get with PVA and 'chemical' stiffeners. It can be posted express and shipped by air.

7. How do you apply it? As you would 'chemical' stiffener. Use a bristle brush or a spray bottle. Note: I still use it outside or in a well ventilated area. Alcohol fumes are a lot safer than Toluene or Xylene but can still give you temporary symptoms. After it is applied you can steam and reshape the material as usual.

8. Can you use it on all colours without it being visible? This is really the only drawback I have come across. It is not a clear liquid and so will give an ever so slight brownish tinge when used on white. However, chemical stiffener changes colours quite a lot even though it is clear, so check it out before you get discouraged. PVA is the only real alternative which changes colours the least.

9. What blocking materials works best? Anything really. But if you are using it for the first time you may like to test it first.

10. Is there anything else you'd like to tell us about this new stiffener? I recommend watching my videos on Powder Stiffener which explain and how to use it, including how to mix it. I go into a lot more detail in the videos. If you have any questions or concerns please ring me or email me at the shop.

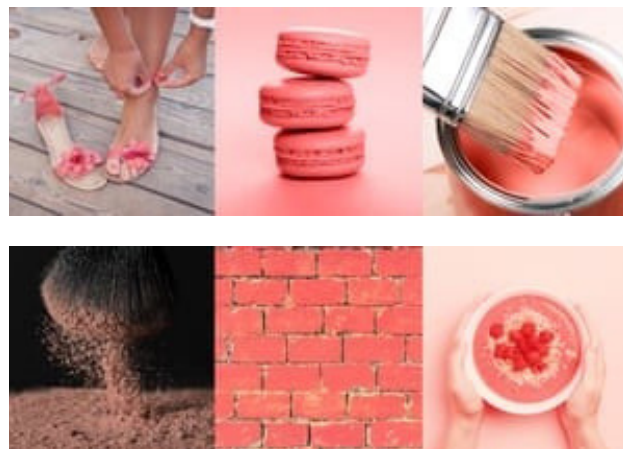
For the month of April I am offering a 10% discount on Powder Stiffener.

Pantone **Colour** of the Year

For 20 years, Pantone's Colour of the Year has influenced multiple industries, including fashion and home furnishings. The Colour of the Year selection process requires thoughtful consideration and trend analysis to arrive at the selection each year, Pantone's colour experts travel the world looking for new colour influences.

Pantone announced that **Living Coral** is its Colour of the Year for 2019. Living Coral is described as being buoyant, vibrant and effervescent and with its golden undertones it symbolizes our innate need for optimism.

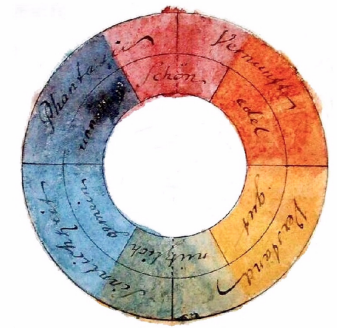
It also speaks to the urgency of respecting and preserving nature and natural resources. Coral reefs are an important part of the global environment, both protecting and nurturing marine ecosystems and helping with water filtration.



COLOUR Theory

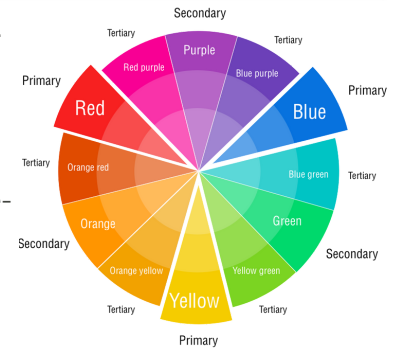
The First Colour Wheel

Originated in 1665 and initial explorations in colour were from a scientific point of view. Isaac Newton in his book 'Opticks', published in 1704, made a breakthrough proving that light was made up of different colours. His theory was controversial at the time as it was thought that pure light was colourless and his experiments became important stepping stones for colour theory. 'The Theory of Colours' published in the early 19th century by German poet Johann Wolfgang von Goethe, is considered one of the founding documents of colour theory today.



The Modern Colour Wheel

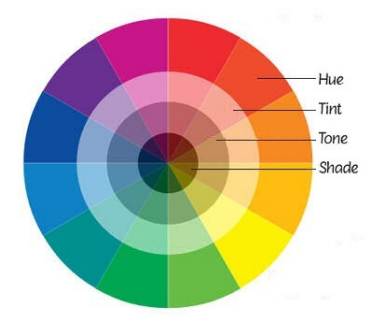
With advances in technology the range of synthetic pigments available today has increased. The colour wheel we are more familiar with shows a closer relationship between primary, secondary and tertiary colours and it is all about mixing colours. When primary or base colours of red, yellow and blue are mixed you get secondary colours on the colour wheel: orange, green, and violet. Mix those with a primary colour and you get the third level of the colour wheel, tertiary colours. Those include red-orange, yellow-orange, yellow-green, blue-green, blue-violet, and red-violet.



Colour Terms

Here are some colour related terms that may help you understand the different types of colours that you may use as you work on design projects:

- Hue:** traditionally refers to one of the 12 colours on the colour wheel
- Shade:** a hue darkened with black
- Tone:** a hue dulled with grey
- Tint:** a hue lightened with white



Colours have an extraordinary ability to influence our mood, emotions and perceptions of the world around us and they can take on cultural and personal meaning, both on a conscious and subconscious level. Traditional colour theory can help us understand which

colours might work well together (or not) and what kind of effect different combinations will create. For designers, the challenge is in balancing these complex roles that colour plays, to create an attractive and effective design.

The Power of Light and Dark: Chiaroscuro

Chiaroscuro is a popular technique employed in the visual arts which refers to tonal contrasts. Artists who are famed for introducing the use of chiaroscuro during the Renaissance period include Leonardo da Vinci and Caravaggio. Leonardo employed it to give a vivid impression of three-dimensional figures, while Caravaggio used such contrasts for the sake of drama. Hollywood's classical 'film noir' period of the 30's, 40's and 50's used chiarscuro lighting to create a sense of darkness and it soon became a prominent fashion of the era in movies such as Orson Welles' Citizen Kane.

But how does chiarscuro translate into fashion?

Quite often designs which are monochromatic work well due to high their high contrast, however, chirosкуро does not just have to be limited to the use of black and white. Choice of fabrics is a key element which can give strong opposing statements such as when leather is paired against opulent guipure lace. Using texture and adding layers helps enhance depth, mood, creativity and flare to a design. Imagery is yet another subtle way of incorporating chiarscuro into fashion. Think hard elements against soft, revealed ideas against restrained and when adding detail try open verses closed trims.

Opposites attract in science, life and nature and when this occurs in art or on the runway visual impact reigns supreme!



ASSOCIATE DETAILS



- Brand new location
- Same great service
- Enjoy a 10% discount as an MAA member
- **Powder Stiffener** on sale this month...refer to editorial on page 3



Use code **MAA2019** at checkout for 10% discount on online purchases of \$100 or more (cannot be used with any other offers and discount excludes blocks and classes).



- 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



- Premium quality professional hat blocks and customer service
- Free design and drafting work
- The most competitive prices in the world
- Blocks refined for free
- Lifetime warranty



- We offer a 10% discount no matter the size of your order
- Enter discount code **LMSMAA19** at checkout and discount will be applied
- Additionally we will have monthly special offers...check website for details.



Members can use the code **MAA05D** to get 5% discount every month when ordering online. We encourage members to sign up to our Adora's Club to get automatic discounts and also be the first to know about our specials.

www.houseofadorn.com/adorasclub

Associates, please remember to email the editor your updated monthly specials, offers and discount codes for our members to enjoy.

MEETING Dates

Tuesday April 30th Zoom
Tuesday May 28th Multicultural Hub + Zoom
Tuesday June 25th Zoom
Tuesday July 30th Zoom
Tuesday August 27th Multicultural Hub + Zoom
Tuesday Sep 24th Zoom
No October meeting scheduled
Tuesday Nov 26th AGM Multicultural Hub + Zoom



Remember to keep checking the
MAA website and social media pages for
new and exciting content.



Millinery Association of Australia



@millineryaustralia



Congratulations

to
Michelle Robinson, whose client (pictured),
took out the 'Best Millinery' category
at the Dubai Cup in March.

SOCIAL MEDIA Hashtags

Use these hashtags on your social media posts to
stay connected and grow your audience.

@millineryaustralia

#millineryaustralia

#millineryassociationofaustralia

#collaborations

#hatcommunity

#hatmakersau

#maamembers

GUEST Speakers

Your committee is committed to finding relevant and
interesting speakers to join us for our monthly meetings.

If you have any ideas or if there is a topic you'd like us to
research for you, then please send an email to

secretary@millineryaustralia.org

Suggestions so far:

Cruelty free millinery, more about social media, how do
you brand yourself, how leather is manufactured.

Guess the MILLINER

This hat belongs in the collection of one of our members.



- MAA member
- Well known
- Victorian

'Guess the Milliner'
for April
was
Peter Jago

Request from the EDITOR

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 an event or future article,
then please email your great ideas
to our MAA Secretary

secretary@millineryaustralia.org

Cheers, Jo Peterson

WWW.MILLINERYAUSTRALIA.ORG