

# MILLINERY Matters

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA



## PRESIDENT'S MESSAGE

In early February the new Committee gathered in Melbourne for our Planning Meeting. The weekend had a large agenda, but we embraced it and we all walked away with 'things to do lists' – it was fabulous to see such enthusiasm. A major task for this year is the updating of our website. We have decided to engage a professional web designer to do this. This will happen in stages, but the web page will always be up and running during the redo...stay tuned. The blitz on social media will continue this year with the plan to post an item a day to keep the MAA story fresh and engaging. We are always looking for photos to upload so please keep sending them through. Please remember to use the hashtag #millineryaustralia when posting on Instagram and @TheMillineryAssociationOfAustralia on Facebook posts. Rachel Henry and I have committed to go through the MAA Archives to see what treasures we can find in there. Hopefully we will uncover some great history that we can share on our web page and in the newsletter. Sharon Schreurs will be putting together membership packs for new members as they join the association and she will be updating us on the progress of this in future meetings. Another exciting outcome from our planning meeting is that we are implementing a huge change in the way we host workshops. In the past the committee has organised classes for all the major cities, which can be tricky. This year we've proposed that each state will arrange their own classes. This way the members in each State can choose which tutors interest them. We've also created a private members page for VIC, SA, NSW and QLD whilst maintaining the Australia wide page. These pages are for communicating with local members about local issues, events and classes. As was announced at the AGM we are thrilled to see the Design Award and Gala make a return to Adelaide this year. The Student Competition will be also making a return in 2020 and I'm very pleased to say that Georgia Skelton has once again taken on this task. It's going to be a fantastic year and a great honour to be able to spend another year as President of the MAA.



## Your Committee

**Top:** Fiona Cooper, Secretary VIC,  
Oksana Caretti, Ordinary Member SA,  
Jo Peterson, Ordinary Member VIC

**Middle:** Possum Ball, President VIC,  
Wendy Diggles, Ordinary Member QLD,  
Sharon Shreurs, Ordinary Member VIC  
Rachel Henry, Vice President VIC

**Bottom:** Chris Mullane, Treasurer VIC,  
Janelle Haffenden, Ordinary Member SA  
Bec Bayss, Ordinary Member NSW

# MILLINERY ASSOCIATION

## Memberships

### FELLOW

- Qualified milliner running their own label
- Bi-monthly newsletter
- Design Award eligibility
- Complimentary copy of Hatlines magazine
- Discounts from millinery suppliers
- Access to members section of website
- Access to members closed group on Facebook
- First priority access to educational workshops
- Invitations to social events
- Participation in MAA showcases and events
- Full voting rights at the AGM

### STUDENT

- Currently studying or taking workshops
- Bi-monthly newsletter
- Discounts from millinery suppliers
- Invitations to social events
- MAA Student Millinery Competition
- No voting rights at AGM

### LIFE

- Milliner inducted into Hall of Fame of the MAA
- Bi-monthly newsletter
- Design Award eligibility
- Complimentary copy of Hatlines magazine
- Discounts from millinery suppliers
- Access to members section of website
- Access to members closed group on Facebook
- First priority access to educational workshops
- Complimentary access to all social functions
- Participation in MAA showcases and events
- Full voting rights at the AGM

### ASSOCIATE

- A supplier or past milliner
- A friend of the association
- Someone who just loves millinery
- Bi-monthly newsletter
- Invitations to social events
- No voting rights at AGM

## Design AWARDS

After a successful Design Award in Melbourne last year, the Committee recently announced that Adelaide will play host in 2020. The theme **'The 20's - Past, Present and Future'** will allow for reflection, reinvention and innovation. Looking in to the pages of history, consider the elaborately ornamental and decorative fashions of the late Baroque and Rococo eras during the opulence of the 1720's or beautifully decorated wide-brimmed hats and hat-like bonnets that were worn in Jane Austen and Charlotte Bronte's 1820's. And of course then there's the Roaring Twenties. Post war, they were famous for Art Deco styling, the Charleston and Coco Chanel. So, what can we expect from this century's 20's decade? And how might future 20's fashion decades look?

**ENTRY FEE:** \$80

**REGISTRATION CLOSES:** May 15

**CLOSING DATE FOR SUBMISSIONS:** June 1

**PRIZES:** to be announced

Last year's Student Design Competition 'Urban Landscape' saw many breathtaking designs submitted and the Committee hopes that this year's theme **'My Tribe'** will see creative boundaries pushed once again. Who are you? What makes you who you are? Where have you come from? Who are your people? Who is your tribe? There's certainly scope for varied interpretation of this theme and to have fun with the design process.

**ENTRY FEE:** watch this space

**REGISTRATION CLOSES:** stay tuned

**PRIZES:** to be announced

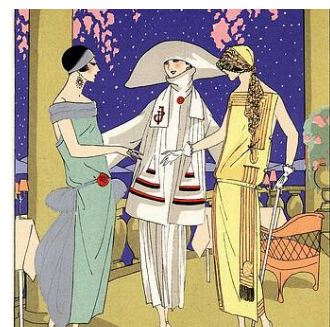
## GALA Evening

Adelaide, South Australia

**WHEN:** Saturday, June 20

**WHERE:** stay tuned

**TICKET COST:** to be announced



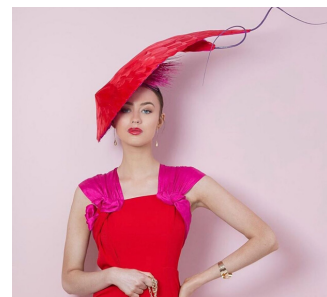


## Oaks Day **Millinery** Award

Fashions on the Field was first staged at Flemington in 1962 in a bid to attract more women to the male dominated racecourse. Milliners were later offered a prestigious platform to showcase their exclusive designs when the Millinery Award was introduced in 2006.

The Millinery Award is a prestigious and highly coveted award helping to shape the future of millinery fashion, showcasing top talent on a national stage. The Millinery Award is staged in a two-storey enclosure located in Flemington's fashion and entertainment precinct known as The Park.

Congratulations goes out to MAA members Cynthia Jones Bryson and Belinda Osbourne who took out first and second place in the 2019 Oaks Day Millinery Award for their amazing designs pictured. (Photos sourced from the internet)



Photos courtesy of The Essential Hat

## MIMC **2020**

February played host to the 4th Melbourne International Millinery Competition (the brainchild of Catherine Ellen of the Essential Hat) which culminated in a Grand Finale evening at Emulation Hall in Melbourne. The competition grew from last year with over 80 hats arriving from around Australia and overseas to take part. The theme was 'Recycle, Upcycle and Reuse - From Waste to Wow' and entrants were encouraged to get creative with rubbish! We saw hats made from plastic bread wrappers and bread ties to box packing tape and telephone wires. Coffee pods were popular as was plastic drink bottles, cardboard and fabric scraps. Amazing what was saved from landfill to become beautiful works of art!

First place was awarded to 'Electric Fly Trap' by Andrea Cainero from Australia (top left), second went to 'Fires of Nymboida' by Jo Turco of Australia (top right) and equal third was taken out by 'Microwave' by Katie Allen from USA (bottom left) and 'Dresden' by Joanne Rolfe from Australia (bottom right). Congratulations everyone!

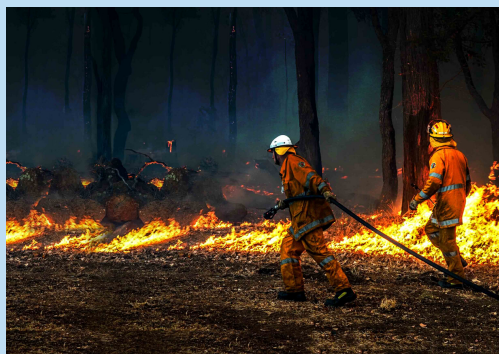
## PANTONE **Colour** of the YEAR

Pantone Colour Institute has announced that its 2020 Colour of the Year is PANTONE Classic Blue; a deep blue shade which is reassuring, full of calm and confidence that is at once comforting and familiar. The indigo hue brings to mind a magical sky at dusk, serene waters or a bowl of perfectly ripe blueberries. Classic Blue takes on distinct appearances through use of different materials, finishes and textures from shimmering metallics, lustrous sheens to hand crafted fabrics. It makes a dramatic and bold statement. Additionally, its indigo shade can be achieved naturally from plants and dyes, making it a colour that aligns well with our planet's sustainability movement and echoing last year's concentrated focus on environmental issues.



# Milliners 4 Recovery

By Lisette Margini



## #Milliners 4 Recovery

Bid for brims and help support fire affected communities



During the worst of the fires over summer I sat and wondered what I could possibly do that would not be a burden to those in the affected communities. So many things that people do from good intentions end up being a burden on charities and take them away from what they really want to do which is to help.

Having limited income myself I couldn't donate money directly, but I had a great idea when my husband showed me the #authorsforfireys auction that was taking place on Twitter. Over a thousand authors and illustrators were donating an amazing array of experiences and items. A seed had been planted! What if milliners donated hats? I bounced the idea off a few millinery mates and members of the committee that lived close by, trying to build up my confidence and courage to make this idea happen. I had a long coffee with Lisa Watt (of Lisa Hughes Millinery) on the morning of Saturday January 11th and by that evening she had designed our logo, guidelines had been written and a website was half built. The next day I posted on the MAA site and unleashed one of the most satisfying weeks of my life.

Having friends who lost everything but their lives in Kinglake on Black Saturday I knew that the months and years after the fires are the time when survivors are at their most vulnerable. The road to recovery is made so difficult for people with all the red tape and changed regulations in the wake of the fires. Money was coming in for fire brigades and wildlife agencies but I wanted to make a difference to the future welfare of the survivors hence **#milliners4recovery**. We selected sunhats, given that it was summer, to broaden the appeal of the auction across the community while raising the profile of millinery in general. As the word got out we gained the support of 25 milliners in total and one block maker, resulting in 36 hats and a hat block being auctioned during the week-long fundraiser.

I'm delighted to announce that we raised a total of **\$7368** with approximately \$2500 going to the Gippsland Emergency Relief Fund, \$1700 to Blaze Aid, \$1500 to Red Cross and \$1200 to the Victorian Bush Fire Appeal. We were supported and retweeted by the organisers of #authorsforfireys and many others, some with over 50k followers, and we had over 150 tags on Instagram and more on Facebook. I also managed to ring in to the ABC open line to promote what we milliners were doing to help.

In all the auction raised the profile of our profession as well as raising much needed funds for the bush fire survivors. I cannot thank our community enough for joining in. It was a fantastic week with so much good will shown by those that could contribute with a hat or by sharing our posts to promote the auction. The next auction is planned to run across the Easter long weekend beginning Thursday 9th and ending on Tuesday 14th April. This time the theme is winter hats.





Affectionately known as EKKA by Brisbane locals, the Royal Queensland Show is a much loved annual event. This year the MAA has commenced what will hopefully be a long and prosperous sponsorship of four separate categories to help promote millinery at a grass roots level. We have Sandy Aslett and Wendy Diggles, to thank for making this happen. The MAA has offered up a total of \$400 in prize money, so it's well worth entering! Wendy has very kindly offered that hats can be sent directly to her and she will ensure that they are delivered to the show at the correct time and she will also collect entries and post them back to members at the conclusion of the show.

#### IMPORTANT DATES

**Show:** August 7 - 16  
**Entries close:** May 29  
**Delivery of exhibits:** July 15 - 16  
**Collection of exhibits:** Aug 19  
**Cost:** \$9 per entry, \$25 for \* entry

#### Categories

Brimless Headpiece  
 Brimmed Hat - men's or women's  
 Wearable Art - "Showtime" theme  
 Masterclass - for milliners only \*



This year marks the first year that the MAA has been associated with the Royal Easter Show thanks to the hard work of NSW Committee member, Bec Bayss. Closing date for entry has passed so submissions are due very soon. All the news and photos will be featured in the next edition of the newsletter.



South Australia's biggest event is set to go off with a bang again this year. Millinery is well represented across 6 individual categories with a total of 29 sub-classes to enter.

#### IMPORTANT DATES

**Show:** Sep 4 - Sep 13  
**Entries close:** ???  
**Delivery of exhibits:** ???  
**Collection of exhibits:** ???  
**Cost:** ???

#### Categories

Novice - first time entrants  
 Summer Hat  
 Winter Hat  
 Open  
 Bridal  
 Racewear



The Royal Melbourne Show Art, Craft and Cookery Competition has showcased some of the best home-grown talent from around Australia for over 150 years and it continues to encourage creativity and passion at all skill levels.

Being a part of the Royal Melbourne Show is a truly unforgettable experience. If you'd like to be a part of Victoria's most iconic annual community event, head to [www.rasv.com.au](http://www.rasv.com.au) in May when further details are released.

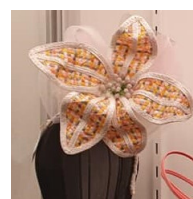
In the meantime here are some dates to pencil in to your millinery calendar...

#### IMPORTANT DATES

**Show:** Sep 19 - Sep 29  
**Entries close:** ???  
**Delivery of exhibits:** ???  
**Collection of exhibits:** ???  
**Cost:** ???

#### Categories

Winter Millinery  
 Formal Headwear  
 Spring Millinery  
 Millinery Trim  
 Wearable Art - Chook Challenge  
 Best Exhibit Millinery  
 Masters of Millinery - by invitation



## 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](mailto:newslettermillineryaustralia@gmail.com)





## MAA Meetings

Join our meetings using the Zoom online platform or at the Multicultural Hub opposite Queen Victoria Market at 7pm

**Zoom Log In: 4135 698 540**

Wednesday March 25th

Tuesday April 28th

Wednesday May 27th

Tuesday June 30th

Wednesday July 29th

Tuesday August 25th

Wednesday September 30th

Tuesday October 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](mailto: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**