

# MILLINERY Matters

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA



## MIMC 2019

February played host to two major Melbourne International Millinery events...both the brainchild of Catherine Ellen, owner of the Essential Hat in Prahran, Melbourne. The first event saw the third staging of the annual Millinery Competition component of MIMC and the other being the inaugural Millinery Convention.

The competition saw over 70 hats arrive from Australia and around the world to be a part of this exciting and innovative millinery event. This year entrants were paired with a fashion design student and asked to design for an outfit from their collection. Winner of MIMC 2019 was Chris Mullane (middle), second place went to Katherine Cherry (left) and third place to Laura Dunnington (right). Interestingly, all three milliners are current members of the MAA! Congratulations milliners and designers and a huge congratulations to Catherine Ellen. You are a true asset to the millinery community in Australia.

Delegates attended the MIMC Convention from all over Australia for 5 days of fun, friendship and learning following the competition. Talented Dutch milliner, Eugenie van Oirschot, treated her students to a quick Year 8 maths lesson before Pi was multiplied by sinamay and felt to create the most amazing hats. She even managed to teach us all a little Dutch, much to her own amusement! Delegates were also treated to classes run by Rose Hudson, Neil Grigg, Felicity Northeast and Serena Lindeman, to name but a few.



## Your Committee

**Top:** Jo Honan, Ordinary Member SA,  
Possum Ball, President VIC, Wendy Diggles,  
Ordinary Member QLD

**Middle:** Amanda Smith, Ordinary Member WA,  
Lou Swann, Secretary SA, Sandy Aslett,  
Ordinary Member QLD, Helen Wilkinson,  
Treasurer NT

**Bottom:** Rachel Henry, Ordinary Member VIC,  
Katherine Cherry, Vice President VIC,  
Jo Peterson, Ordinary Member VIC

# PRESIDENT'S MESSAGE

A summary from Possum Ball's President's Report, February 26, 2019

On February 9th & 10th the MAA Committee gathered in Melbourne from far and wide for our Planning Meeting – a lot of us only meeting in person for the first time. We have members from VIC, SA, WA, NT and QLD so the 2019 committee is truly the most geographically diverse committee the MAA has ever had. I can tell you that most of the committee walked away from the planning meeting with their hands full of “what to do” lists which is fabulous to see such enthusiasm. Rachel Henry put her hand up for social media duties and she has committed to posting daily! Lou Swann and Amanda Smith will be updating our MAA web page to keep it a lot more interesting. Jo Peterson will be producing a monthly newsletter, so please help her out with contributions and ideas. Katherine Cherry has volunteered to organise the Mentor Program again this year after a very successful pilot program last year. It was also decided that the MAA will lease a small storage area close to the CBD so that all items are easily available for the committee to access. If anyone has any items that have been stored for the MAA, please contact me. We have many events planned for this year, including the annual Design Award & Student Design Award, a return of the Emerald Peacock Millinery Salon, numerous events over Hat Week Australia plus more events happening in your State (details will be announced at future committee meetings or check with local state representatives). I am looking forward to a successful 2019 for the MAA.

## MILLINERY ASSOCIATION Memberships

### FELLOW

- Qualified Milliners running their own label PT or FT
- Bi-monthly Newsletter
- Discounts from millinery suppliers
- Access to Members Closed group on Facebook
- First priority access to Educational workshops
- Invitations to social events
- Participation in MAA showcases and pop-up shop
- Full voting rights at the AGM

### LIFE

- Milliner inducted into Hall of Fame of the MAA
- Bi-monthly Newsletter
- Discounts from millinery suppliers
- Access to Members Closed group on Facebook
- First priority access to Educational workshops
- Complimentary access to all social functions
- Participation in MAA showcases and pop-up shop
- Full voting rights at the AGM

### ASSOCIATE

- A supplier
- A friend of the association
- A past milliner
- Someone who just loves millinery
- Bi-monthly Newsletter
- Discounts from millinery suppliers (if applicable)
- Invitations to social events
- No voting rights at AGM

### STUDENT

- Currently studying
- Bi-Monthly Newsletter
- Discounts from millinery suppliers
- Invitations to social events
- Discounted entry to the MAA Millinery Competition
- No voting rights at AGM

## MENTOR Program

By Katherine Cherry

After a successful pilot program in 2018, the mentor program will be bigger and better in 2019! It is an opportunity for all new members to be connected with a mentor to help orientate them to the MAA.

If you are interested in becoming a mentor/mentee, terms and conditions can be found on the MAA website, or you can contact me via email at:

**[vicepresident@millineryaustralia.org](mailto:vicepresident@millineryaustralia.org)**





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 9 - 18  
**Entries close:** May 31  
**Delivery of exhibits:** July 17 - 18  
**Collection of exhibits:** Aug 19  
**Cost:** \$9 per entry

#### Categories

Brimless Headpiece  
Brimmed Hat - men's or women's  
Wearable Art - Nature in Bloom  
Masterclass - see website



Unfortunately closing date for show entries was Jan 31, so we have missed our opportunity this year. Bec Bayss, MAA student member in NSW, will have more information to share with us all later in the year. So, stay tuned and get planning your 2020 designs!



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:** Aug 31 - Sep 9  
**Entries close:** June 22  
**Delivery of exhibits:** Aug 21  
**Collection of exhibits:** Sep 11  
**Cost:** \$8 per entry

#### 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, so, if you would 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 for further details when they are released.

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

#### IMPORTANT DATES

**Show:** Sep 21 - Oct 1  
**Delivery of exhibits:** Sep 3  
**Collection of exhibits:** Oct 3  
**Cost:** \$15 per entry

#### Categories

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

## Hat Week Australia

A chat with Kim McMillan from House of Adorn

- 1. How was the concept of Hat Week born?** We love attending millinery conventions but with no event scheduled for 2018, House of Adorn and Carole Maher thought it would be a great time to introduce a concept based on London Hat Week and from there Hat Week Australia was born!
- 2. How much work is involved in setting up Hat Week?** A lot of time! We have spent countless hours on proposals, meetings, marketing, website development/updates, social media, setting up venues and much more.
- 3. Do you have a team to help you?** We have a team of four dedicated to Hat Week Australia in the lead-up and this expands to many more during the actual event.
- 4. What are the dates for 2019?** Friday 5th to Friday 12th of July 2019.
- 5. What's the same/different this year?** We hope to have similar events and workshops, and expanding to include new workshops and more fun social events, not just milliners, but for the general public to get involved as well.
- 6. What activities/ classes/ events have you got planned?** Lots of new, fun and exciting events will be taking place this year. Please sign up here so we can keep you updated! [www.hatweekaustralia.com.au](http://www.hatweekaustralia.com.au)





## HATalk Competition

One of our most remote MAA milliners (and committee members) would have to be Amanda Smith from Port Hedland, Western Australia. Her signature style embroidery is certainly a standout and her beautiful designs have seen her gain accolades as a Top 10 finalist in last year's MAA Design Award and most recently 4th place in the annual HATalk Millinery Competition. Equilibrium was this year's theme and Amanda's entry (left) showcased a Chinese dragon and tiger. They symbolised yin (female) and yang (male) and the struggle between positive and negative chi energies to create balance and harmony. We love your interpretation of the theme and are excited by your success. Congratulations Amanda!

## Design AWARDS

After a wonderfully successful Design Award held in Adelaide last year the Committee recently announced that Melbourne will play host in 2019. An email will be sent out to members and details added to the website when they become available. The theme this year is **CHIAROSCURO** (kee-ah-row-skew-row) from Italian, chiaro meaning 'clear or bright' and oscuro meaning 'dark or obscure'. It defines the use of strong contrasts between light and dark creating bold conflict in design.

**ENTRY:** \$80    **CLOSING DATE:** stay tuned    **PRIZES:** to be announced

Last year's Student competition theme of 'Octopus' Garden' really challenged students to think outside the square and designs submitted were simply breathtaking! This year the Committee has decided to run with a similar idea, only this time it's above the waves. The theme for 2019 is **URBAN LANDSCAPE** and it's hoped that creative boundaries will be pushed again. There's certainly scope to have fun with interpretation of this theme.

**ENTRY:** watch this space    **CLOSING DATE:** stay tuned    **PRIZES:** to be announced

## Lost Trades Fair

By Di Kilduff

If you'd like to be inspired by the 'art of handmade' then the Lost Trades Fair held at the Kyneton Race track over the Labour Day weekend is well worth a visit. The event is being held on March 9 & 10 and will feature more than 100 makers demonstrating their skills and sharing their knowledge with the general public. This year will mark the 5th time MAA members Di Kilduff and Marilynne Bateman-Lalor have showcased at 'Lost Trades' and the third year as a duo under the combined banner "D&M Milliners". A prerequisite to being one of the Artisans of Lost Trades Fair is that you must demonstrate your particular trade skills during the day. The emphasis is on sharing skills, not sales of goods, however there is an opportunity to sell our pieces while we are there. It's a really fun, but busy weekend and we barely have time to get a coffee or a bite to eat, which is why, this year we have enlisted the assistance of Robin Rivet to help out. We display as many different types of millinery as we can to show visitors to the Fair how diverse our craft is and how handmade is the way to go where headwear is concerned. We predominantly display daywear pieces, along with some racewear and bridal pieces. With over 10,000 visitors attending each day, tickets sell out fast. If attending I'd recommend pre-purchasing tickets and arriving early. Lost Trades Fair is also held in QLD and NSW, and this year, in October, we will be travelling to Hawkesbury NSW to demonstrate and exhibit as well.



## ASSOCIATE DETAILS

### Lily M Millinery Supplies

By Brenda Treasure



LilyM Millinery Supplies is offering a 10% discount no matter what size of the order. Just enter the discount code **LMSMAA19** at checkout and the discount will be applied. Additionally we will have monthly special offers. For **March** we are offering **\$10 flat fee on shipping** regardless of the size or weight of your order.

#### A BIT OF NEWS WORTH SHARING...

LilyM Millinery Supplies – an Australian based business now has warehouses in 4 countries. We are currently preparing for London Hat Week for April and also for Kentucky Derby in May. We offer '**blocking days**' when milliners can visit the Showroom/Studio based in the Hinterland of the Sunshine Coast in Queensland to block as many bases in a day as they like. We are also starting to offer a Millinery Retreat – where milliners, or up-and-coming milliners, can come and stay on the property for one or 2 nights, have full hatting days, learn new tips and techniques, check out all our supplies and block some hats. Accommodation and meals included.

### House of Adorn



Members can use the code **MAA05D** to get 5% discount every month when ordering online.

Even better, we encourage all members to sign up to our Adora's Club to get automatic discounts and to also be the first to know about our specials. [www.houseofadorn.com/adorasclub](http://www.houseofadorn.com/adorasclub)

### Hatters Millinery Supplies

**MAA EXCLUSIVE DISCOUNT**

Use code **MAA2019**  
at checkout to receive 10% off your purchase of \$100 or more!

- Sinamay
- Hat Bodies
- Petersham
- Braids
- Crinoline
- and much more!

Not to be used in conjunction with any other offer, discount excludes blocks and workshop bookings and is only applicable to ONLINE orders.

### Torb and Reiner



- Brand new location
- Same great service
- Check in store for discounts
- Block library

# Meeting Dates

Did you know that you can join our meetings from anywhere in the world using the Zoom online platform? And if you are in Melbourne meet up face-to-face at the Multicultural Hub opp Queen Victoria Market.

Tuesday March 26th Zoom  
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 for new and exciting content. And there's plenty happening on our social media pages too.



Millinery Association of Australia



@millineryaustralia

A hat is an expression of a woman's soul. It is something that she wears on her head, but it belongs to her heart. It is the keynote of her personality, the finishing touch that makes her look beautiful, smart, and sure of herself.

— Lilly Dache —

## Social Media Hashtags

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

#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 great ideas or if there is a topic you'd like us to research for you, then please send an email to [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org)

Suggestions so far:

Cruelty free millinery, more on social media, how do you brand yourself, how leather is produced

## Guess the Milliner

Look at what one of our committee members discovered recently in a beautiful Melbourne vintage boutique!

- MAA member
- Well known
- Victorian



## NOTE 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 or simply a suggestion for an event or future article that you'd like to share, then please email your great ideas to our MAA Secretary

[secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org)

Cheers, Jo Peterson