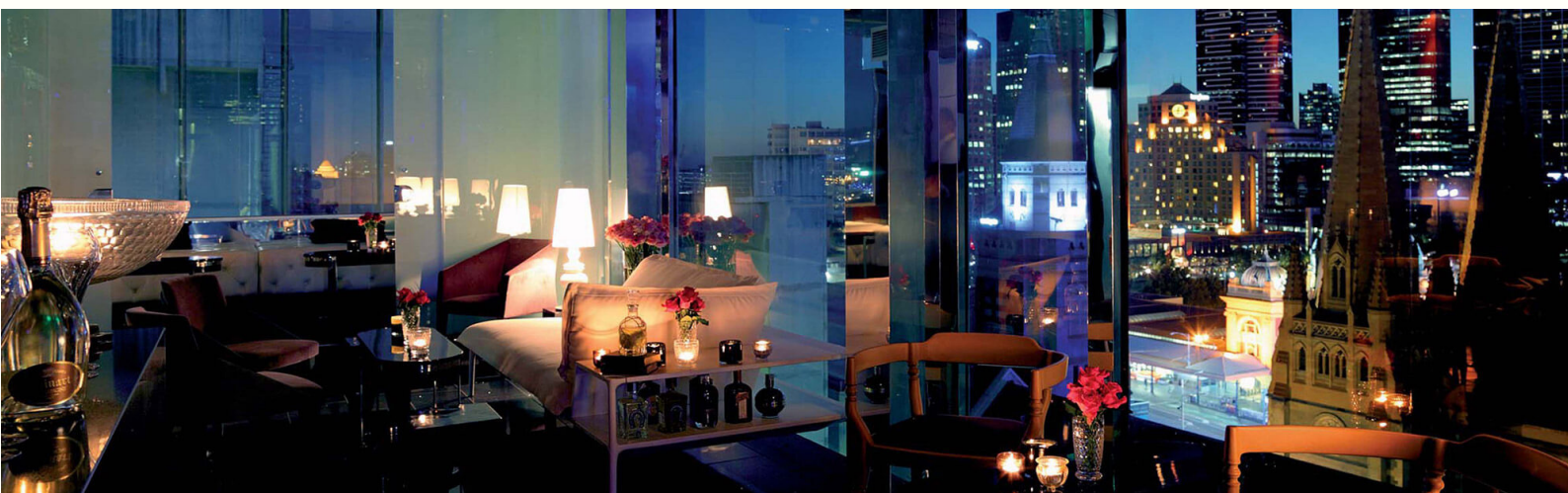


MILLINERY Matters

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA



Design AWARDS and Gala Evening

The Millinery Association of Australia is presenting its Design Award this year with the theme, CHIAROSCURO. Millinery entries will be judged by a panel of industry experts and an online 'People's Choice' category. The Committee is delighted to announce that the judges for the Award this year are **Possum Ball**, MAA President and Milliner extraordinaire, **Lauren Richie**, esteemed Milliner, Editor of the Hat Magazine, and Millinery Info, **Virginia Dowser**, Creative Director and Industry Stylist and **Philip Boon**, Style Impresario and Presenter. Submissions will be magically transformed under lights by the ever keen eye of **Richard Shaw**...a portrait, fashion and editorial photographer that we have all come to know and love! Details of our model will be announced in the next week or so...so stay tuned!

The Student Design Award with the theme, URBAN LANDSCAPE, will be held in Melbourne again this year after its inaugural success in 2018. Judges for this event will be **Katherine Cherry**, MAA Vice President and multi award winning Milliner, **Marea Bright**, MAA Hall of Fame recipient in 2015 and **Di Kilduff**, Milliner and owner of Hatiness. The Mary Loch Encouragement Award will also feature again this year.

Winners of both Awards and the 2019 Hall of Fame recipient will be announced on July 7th against a backdrop of celebration and panoramic views of Melbourne's beautiful skyline. Our Gala evening is the Australian Millinery Industry's night of nights! From the Penthouse Level of Mon Bijou guests will enjoy a wonderful evening sipping the night away on a selection of Australian wines/beers and nibbling on a delicious array of warm and cold canapés. **Tickets are on sale now** on Hat Week Australia website. Members \$55 (use code **MAA-HWA19** for discount) and non members \$75.

Important Dates

Design Award

By Saturday June 1st
Due on or before Friday June 7th
Saturday June 15th
Tuesday June 18th
Announced Monday June 24th

REGISTRATION
ENTRIES
PHOTOSHOOT
JUDGING
FINALISTS

Student Award

By Monday June 10th
Due on or before Friday June 21st
Weekend of June 22nd- 23rd
Monday June 24th
Announced Wednesday June 26th

Millinery Gala

Sunday July 7 from 7.30pm - 10.30pm
Mon Bijou, Penthouse Adelphi Hotel
187 Flinders Lane, Melbourne

Next MAA Meeting: Tuesday May 28th Multicultural Hub opposite Queen Victoria Market • Zoom 7pm EST

Hall of FAME Gwenda Baker – 2009

By Kaye Dolman

During World War II Gwenda left school at the age of 14. She was required to report to the Manpower Office and was allocated to G & R Wills to make gloves for the Forces. It is of interest that millinery didn't come under Manpower restrictions as the girls who worked there during the war were considered to be helping the war effort by making hats to keep up the morale of the women while their husbands and sweethearts were at war. Gwenda had always been interested in all aspects of fashion, and when World War II ended, she began her chosen profession with a four year apprenticeship at JW Richmonds Millinery Warehouse in Gawler Place, Adelaide. Her starting salary was one pound & three pence (\$2.05) a week! Most girls started head-banding and trimming hats, but as Gwenda had been a machinist during the war, she began on the Dresdensia machine stitching straw hats. She also operated the head-banding machine and whipper – wiring edges of hats.



In 1954 Gwenda took six months leave to sail to England. She went to Luton, to visit the 'Home of Millinery' and was given a guided tour of the factory - a highlight of her trip. After 14 years at JW Richmonds, by which time Gwenda was involved with model millinery, she was invited to be in charge of the model workroom at Miller Andersons, a major department store at that time. She made many exclusive creations for the women of Adelaide. While still at Miller Andersons, Gwenda was offered a millinery lecturing position at the Institute of Technology in Adelaide, beginning initially with two night lectures per week. This turned into full-time lecturing to students undertaking a three year Certificate Course and to members of the general public who wished to make their own creations. It was a time when well-dressed ladies would not leave the house without a hat and gloves. Gwenda taught millinery and French flower making for 30 years. French flower making was especially popular when petal and/or flower covered hats were in vogue during the 1950's. In later years flowers were made for floral arrangements. Tooling of the flowers and leaves is an art form in itself. The Institute, became TAFE (Technical and Adult Further Education) which is where Gwenda ended her teaching career in 1992. She taught many students the art of millinery, several of whom went on to become lecturers themselves.

While teaching was her main occupation, Gwenda made many hats for relatives, friends in her spare time! Many a bride, bridesmaid, Mother-of-the-Bride or Mother-of-the-Groom wore one of her unique creations and more often than not, at no charge to them! Gwenda has judged hats at numerous Melbourne Cup functions, the Royal Adelaide Show and Lord Mayor's Cup Fundraisers, receiving a special trophy from the Royal Adelaide Show committee recognizing her 50 years of service judging. Her favourite medium is moulding and sculpturing felt hats into incredible shapes, followed closely by the fantastic shapes you can achieve with a flat piece of sparterie which is beautiful to work with. She worked with many mediums including buckram, elastic canvas, Stiff net and Paris net. Sinamay came on the scene after she retired and she has enjoyed working with that medium as well.

During her career, Gwenda preferred to use metal blocks which were predominantly used in South Australia. She found these to be quicker and easier to work with when teaching, although care needed to be taken not to overheat them! She explains that you heat the block to 'touch warm', shape the selected material over and block and increase the heat when necessary. Once the desired shape is reached the material is carefully removed ready for working. The process is similar for a wooden block but the medium takes longer to dry.

Gwenda enjoyed watching the various trends in hats which each decade brought in hats. She attributed the surge in interest in hats to Princess Di as many students would bring in photos of hats worn by Princess Di so they could be recreated. Of course, the Queen has always worn hats and has been unfaltering in promoting hats. Gwenda watches the Fashions on the Field with great interest for the wonderful hats being created and modelled!

Since retiring, Gwenda has demonstrated at millinery workshops and helped run and supply hats for 'Millinery through the Ages' fashion parades as she has a large private collection. She has kept a keen interest in current millinery fashions and loves talking to others about the art. She is still being invited to be a guest speaker. Those who know her, know Gwenda is a strong advocate of 'the hat should suit the face and be worn correctly'! Now in her nineties, she is still passionate about the Art of Millinery and has been heartened that hats have recently made a resurgence, acknowledging the milliners of today for their inspired creations. The millinery world is her great love and she was both honoured and humbled to be inducted into the Millinery Hall of Fame in 2009.

London HAT Week

By Lisette Margini

The decision to go to London Hat Week was mainly driven by my husband, Greg, who thought it would be a great opportunity for me to build on my millinery skills, network with other milliners from around the world and reconnect with people that I already knew in the field.

During Hat Week I attended five full day workshops rather than only attend two or three master classes as I made the decision to work with as many milliners as possible while I was in London. I also attended a two hour demonstration by Bridget Bailey which was absolutely fantastic and so inspiring!



MAA Members in London L to R: Lisette Margini, Amanda Smith, Wendy Diggles and Brenda Treasure

In my first class with Vlad, I met milliners from America, Ghana, the UK and sat next to a woman from Perth. Many of these people turned up at organised social events and at other classes I took with Lina Stein, Justine Bradley-Hill and John Paul.

Being a lover of sinamay I was desperate to work with Bridget Bailey but her classes were extremely popular and sold out immediately. The consolation prize for me was attending a demonstration by Bridget which had my fingers itching to get home and get rolling! A highlight was visiting suppliers in Luton especially the old world workshop of Boone & Lane. I highly recommend this to anyone going to the UK plus a visit to Wordown House which houses the local museum. The Hat Walk was not as big as I had expected but it was a lovely idea and

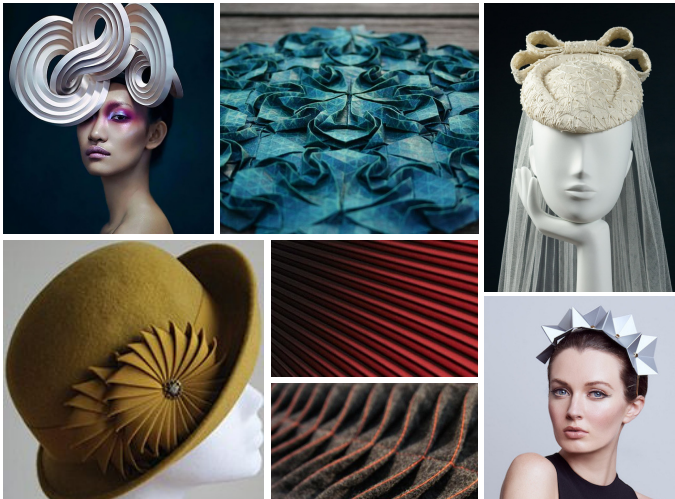
was very social and enjoyable and one which would be great to see initiated across Australia.

This was a once in a lifetime opportunity and I am most fortunate to have had the opportunity to attend London Hat Week. I have come home now with more ideas than my brain can cope with at times and I can't wait to get started practising all that I learned.

chiaroscuro

This year's Design Award theme is certainly challenging to say the least, but don't be put off by the unpronounceable word. Chiaroscuro simply refers to the arrangement of light and shade to create stunning effect.

There is no right or wrong interpretation of the theme. Chiaroscuro is whatever you imagine it to be. Everyone will interpret the theme from a personal perspective which will showcase Australian millinery at its finest.



Think...

- pleating
- origami
- beading
- weave
- swirls
- texture
- ombre
- layers
- studs
- folded fabric
- heavy lace
- contrast
- silhouettes
- ribbon work
- embossing
- opposites



The Importance of Supporting LOCAL



In lean times, consumers pinch pennies and eliminate most luxuries and smaller, local businesses count on your patronage in order to stay afloat. Every transaction is precious to them. So when deciding where to spend your hard-earned dollars consider the benefits of turning to local, independently owned businesses within your community.



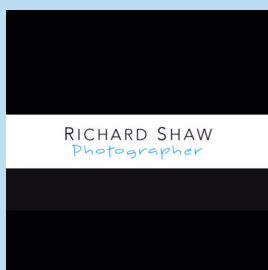
Local businesses are usually owned by people who live locally and they have a direct commitment to you as the customer because they rely on your support for their survival. Local small businesses are usually more able to specialise in products and services that have value to you and with the rise of 'ethical consumerism' in Australia, small businesses are more likely to take into account consumer concerns regarding the ethical, social and environmental consequences of their purchases than will larger businesses or businesses located 'off shore'. They are also more likely to employ local people with more specific product expertise which leads to better customer service and satisfaction for the consumer.



There are far-reaching advantages when deciding to 'shop local'. When you support locally owned businesses you are supporting the local economy which has a flow on effect that positively impacts local communities and the families within.



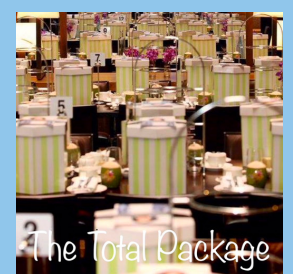
The unique character of your local community is defined largely by the presence of its local businesses. When you purchase from locally-owned businesses more money is kept in the local community and not sent off shore and the distinctiveness of your community increases the overall satisfaction with where you live and the value of your home and property.



Everyone has a vested interest in the survival of its business owners and shopping local is an obvious step to supporting Australian business growth. Every time you buy locally you are supporting jobs, economic development and prosperity in Australia. Every small decision to buy local creates a ripple effect that eventually benefits you, your family and your friends.

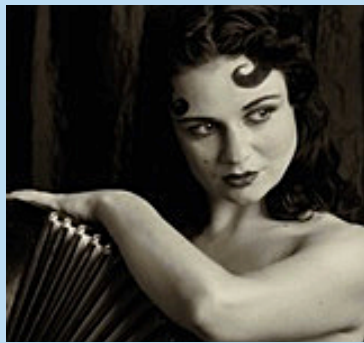


Whenever you are able please consider the importance of shopping local and support your homegrown millinery supplier, valued associate members and sponsors of our annual Design Awards. If milliners don't support Australian businesses then why should we expect the buying public to get behind the millinery industry here in Australia?



JUNE Guest Speaker

By Wendy Diggles



Lola Montgomery Marley, better known as her burlesque persona, Lola the Vamp, is an Australian dancer, blues singer, occasional writer and noted international burlesque performer.

Lola completed her Bachelor of Arts degree, with majors in Theatre, Visual Art and Music graduating with First Class Honours from Griffith University in Queensland. In 2013 she obtained her PhD which captured the experiences and reflections of a burlesque performer in the 21st century. She currently lectures in cultural theory at SAE Qantm Creative Media Institute in Brisbane.

Lola began her burlesque career at the 'Tease-o-rama' auditions in San Francisco in 2002 where she performed her first striptease for Dita Von Teese. She has since gone on to head line appearances in the Perth International Burlesque Festival, Berlin Burlesque Week, Stockholm International Burlesque Festival, Australian Burlesque Festival, Melbourne International Comedy Festival and in the Canberra, Brisbane, Melbourne and Adelaide Fringe Festivals.



AWARD: Prizes

Design Award Prizes

1st Prize

MAA \$1500
Richard Shaw Photo Package
Hatters S.A.Brown Collection Vintage Dome & Stand
MAA One Year's Membership
Entry to MIMC 2020

2nd Prize

MAA \$500
B Unique Millinery Weekend Blocking Retreat
Hat Blocks Australia Voucher \$200
MAA One Year's Membership
Hatters Millinery Supplies Voucher \$100

3rd Prize

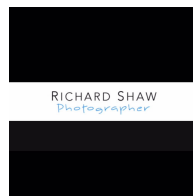
MAA \$250
House of Adorn Gift Pack \$200
MAA One Year's Membership
The Total Package Voucher \$150

People's Choice Award

Hat Magazine Subscription + MAA Membership

PLUS

Catherine Ellen, from the Essential Hat, has kindly offered to display the top ten hats in her shop window for a week and if the milliner is interested in selling their design she will reduce her consignment fee from 50% to 35% for sales of any competition hats.



Student Design Award Prizes

1st Prize

MAA \$500
B Unique Millinery Day Blocking Workshop
The Total Package Voucher \$100
MAA One Year Student Membership
Framed Certificate

2nd Prize

Hat Blocks Australia Voucher \$200
Hat Academy Voucher \$200
Hatters Millinery Supplies Gift Pack \$100
MAA One Year Student Membership

3rd Prize

Hat Week Australia Voucher \$100
MAA One Year Student Membership
Hat Lines Magazine One Year Subscription

Mary Lock Encouragement Award

Cash \$200

PLUS

Hall of Fame member, Waltraud Reiner has invited all winners and runners up of both awards to an afternoon tea at her studio. A fantastic opportunity to celebrate, share and meet with fellow milliners and chat all things hatty.



MEETING Dates

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

WEBSITE News

The Milliners' Directory is a comprehensive list of all MAA members throughout Australia.

Is your millinery profile up to date on our website?

Can your customers find you on the MAA website?

If not, please send an updated bio and photo to

secretary@millineryaustralia.org

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



Oops an error in last month's newsletter...

Rebecca Share was 'Guess the Milliner' for March and 'Guess the Milliner' for April was Peter Jago

A 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 that you'd like to share or simply a suggestion for an event or future article, then please email your great ideas to

newsletter@millineryaustralia.org

Cheers, Jo Peterson

THANK YOU

to our very generous sponsors who have graciously supported the MAA for this year's Design Award and Student Design Award. We couldn't do it without you!

WWW.MILLINERYAUSTRALIA.ORG