



VIKTORIA NOVAK

CELEBRATING TEN YEARS





## CELEBRATING TEN YEARS OF **VIKTORIA NOVAK**

AS PART OF THIS MILESTONE, WE TAKE GREAT HONOUR IN REFLECTING ON OUR MEMORABLE AND KEY DEFINING MOMENTS THAT HAVE MADE VIKTORIA NOVAK WHAT IT IS TODAY.

THE VIKTORIA NOVAK BRAND WAS BORN IN SEPTEMBER 2006. A HUSBAND AND WIFE DUO, OUR JOURNEY BEGAN TOGETHER IN RURAL COUNTRY NSW. AT THE END OF 2011, WE WANTED FURTHER OPPORTUNITIES SO THAT WE COULD EXPAND AND GROW THE BRAND.

WE MOVED TO SYDNEY IN 2012 TO EXPAND OUR BUSINESS AND DREAMS. WE UNDERSTOOD THE CHALLENGES AHEAD, BUT WE WOULDN'T HAVE HAD IT ANY OTHER WAY. WE ARE JUST TWO COUNTRY ENTREPRENEURS LIVING IN A BIG CITY, DOING WHAT WE LOVE... CREATING HEADPIECES. WE WERE HUNGRY TO SUCCEED. OUR PASSION TO MAKE OUR DREAM A REALITY WAS SOMETHING THAT WE HAVE BEEN DETERMINED TO DO.

SO AS WE REFLECT ON OUR JOURNEY, WE WOULD LIKE TO ACKNOWLEDGE AND THANK YOU. WITHOUT THE OPPORTUNITIES, BELIEF, TRUST AND SUPPORT WE WOULDN'T BE CELEBRATING THIS MILESTONE. WE HAVE MANY MORE PLANS AND DREAMS AHEAD FOR THE VIKTORIA NOVAK BRAND, AND KNOW THAT THIS IS JUST THE BEGINNING.

WITH THANKS

---

**VIKTORIA & TRISTEN**



“WHEN I FIRST STARTED CREATING  
HEADPIECES IN 2006, IT WAS ALL ABOUT  
BIG FEATHERS, FLOWERS & SINAMAY.  
CLASHING BRIGHT BOLD COLOURS WAS A  
MUST.

THE BIGGER THE BETTER, THE MORE BOLD  
THE MORE BEAUTIFUL”

---

VIKTORIA NOVAK







“THE HATINATOR!  
A HEADPIECE THAT WAS BIGGER THAN  
A FASCINATOR BUT SMALLER THAN A  
HAT, BECAME AN ICONIC WORD IN THE  
MILLINERY WORLD IN 2007”

---

VIKTORIA NOVAK



“AS I WAS ESTABLISHING MY LABEL, IT  
WAS IMPORTANT FOR ME TO SHOW MY  
ARTISTIC SIDE BY EXPLORING AND USING  
UNUSUAL MATERIALS AND TEXTURES. IT  
WAS ALL ABOUT BEING BRAVE AND BOLD”

---

VIKTORIA NOVAK







“AS I REFLECT ON MY STYLE OF WORK  
OVER THE 10 YEARS, IT AMAZES ME HOW  
MUCH MILLINERY HAS CHANGED AND HOW  
FAR WE HAVE EVOLVED. LOOKING AT THIS  
IMAGE STILL EVOKES THE SAME FEELING  
OF LOVE JUST AS POWERFUL AS THE LOVE  
I HAD THE DAY I STYLED AND CREATED  
THIS SHOOT”

---

VIKTORIA NOVAK



“SHE DREAMS IN LIGHT WAS MY FIRST  
OFFICIAL COLLECTION CAMPAIGN.  
IT WAS ALSO THE FIRST COLLECTION I  
CREATED WHEN I ARRIVED TO SYDNEY  
IN 2012. A PERSONAL FAVOURITE AND  
SENTIMENTAL HEADPIECE NAMED  
“EVERLASTING” THAT STILL HOLDS FOND  
MEMORIES CLOSE TO MY HEART”

---

VIKTORIA NOVAK



# LUXURY WEDDINGS

320 PAGES OF  
STUNNING  
IDEAS  
*and  
Inspiration*

58  
PAGES OF  
*Exquisite*  
REAL  
WEDDINGS

*Unique &*  
BEAUTIFUL STYLE  
TO MAKE YOUR  
OWN

“MY FIRST COVER...  
THE DAY YOUR WORK IS RECOGNISED ON  
THE COVER OF A MAGAZINE, YOU START  
REALISING THAT ALL THE LONG HOURS AND  
HARD WORK IS WELL WORTH IT”

---

VIKTORIA NOVAK



“AS MILLINERY TRENDS EVOLVED, WE  
SAW THE GATSBY ERA RETURN IN 2013,  
WHICH DOMINATED FOR MANY YEARS.  
MY SIGNATURE ‘JUDITH’ DESIGN IS STILL  
REQUESTED AND REMAINS A TIMELESS  
CLASSIC CREATION”

---

VIKTORIA NOVAK







“TODAY IT’S ALL ABOUT THE CROWN. A  
CLASSIC TIMELESS SYMBOL OF WEALTH  
AND ROYALTY. IN 2013, I CREATED MY  
FIRST CROWN AND MADE IT MY MISSION  
TO CHANGE THE WAY WE VIEWED  
AUSTRALIAN MILLINERY TRENDS,  
ALLOWING THE WEARER TO WEAR  
CROWNS ON THEIR WEDDING DAY, AT THE  
RACES AND SPECIAL OCCASIONS”

---

VIKTORIA NOVAK



“AUSTRALIAN HISTORY WAS MADE WHEN I  
BECAME THE FIRST AUSTRALIAN MILLINER TO  
SHOWCASE MY OWN SOLO RUNWAY SHOW AT  
NEW YORK FASHION WEEK IN 2015”

---

VIKTORIA NOVAK







“A DREAM, A GOAL...  
I COULD ONLY EVER DREAM THAT A  
DEPARTMENT STORE WOULD TAKE  
NOTICE OF MY WORK AND GIVE ME AN  
OPPORTUNITY TO SHOW WHAT I HAD TO  
OFFER. IN 2015, WE PROUDLY JOINED THE  
MYER FAMILY”

---

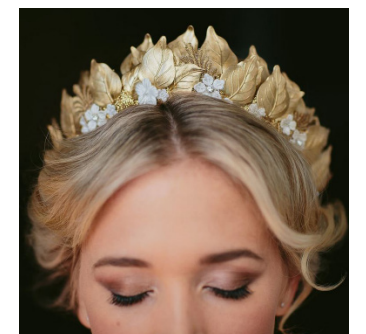
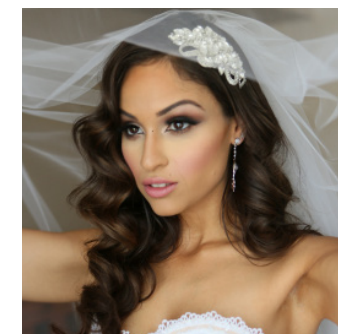
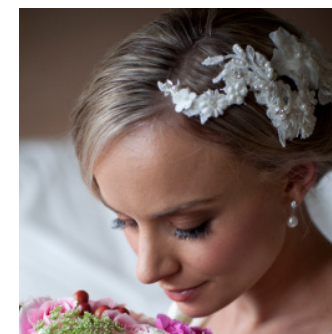
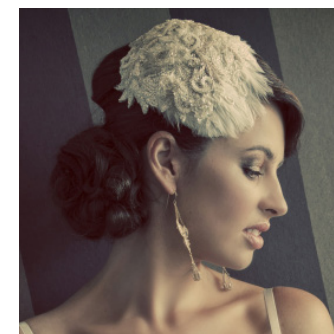
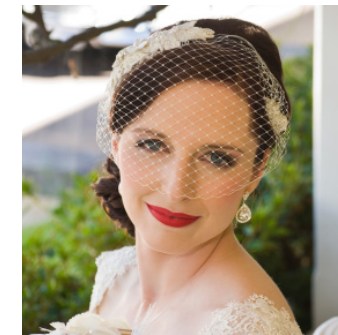
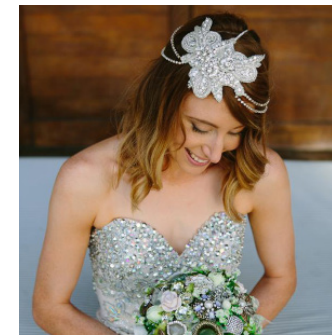
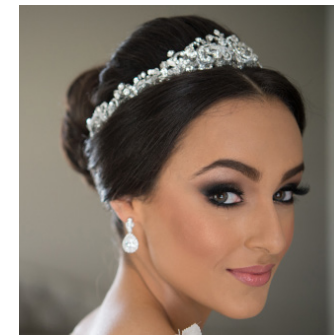
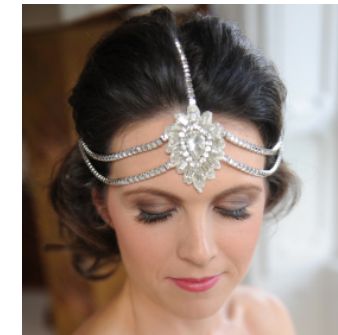
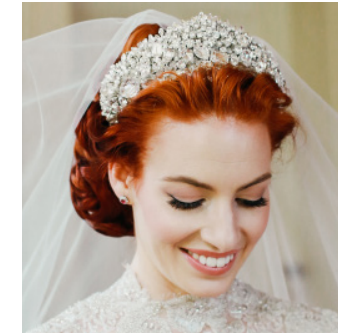
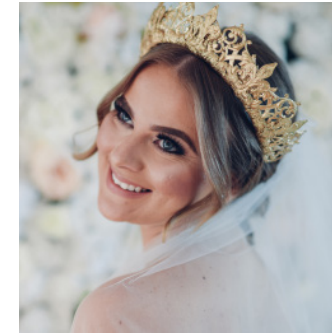
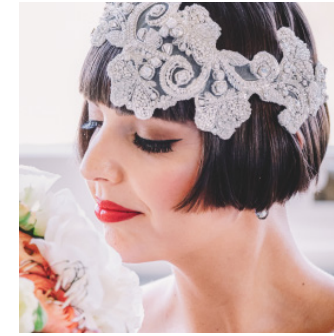
VIKTORIA NOVAK



“FINALLY MY CLIENTS. WITHOUT YOU THERE IS  
NO VIKTORIA NOVAK. THE TRUST, FRIENDSHIP  
AND LOVE YOU HAVE SHOWN ME THROUGHOUT  
THE TEN YEAR JOURNEY IS THE REASON WHY  
I DO WHAT I DO TODAY. I THANK EACH AND  
EVERY ONE OF YOU WHO TREASURES AND  
OWES A LITTLE BIT OF MY SOUL”

---

VIKTORIA NOVAK





## IMAGE CREDITS

---

COVER - ELANNA HARLOW (THE EVOCATIVE PREQUEL COLLECTION)

1. ELANNA HARLOW (THE EVOCATIVE PREQUEL COLLECTION)

2. ASHLEY SCOTT (DEATH BY FASHION SHOOT)

3. ROBERT COPPA (VNSS07 COLLECTION)

4. ROBERT COPPA (VNSS011 COLLECTION)

5. ROBERT COPPA (THE DOLL SHOOT)

6. ELANNA HARLOW (SHE DREAMS IN LIGHT COLLECTION)

7. SOURCE ~ WILDFIRE PUBLICATIONS

8. ELANNA HARLOW (MADE WITH LOVE COLLECTION)

9. MACDOUGALL PHOTOGRAPHY (THE PALE EMPRESS COLLECTION)

10. SOURCE - FASHION PALETTE (NEW YORK FASHION WEEK 2015)

11. SOURCE - MYER

12. ILLUSTRATION BY AARON FAVALORO

BACK COVER - ZEDUCED (FASHION PALETTE SYDNEY 2015)

---

VIKTORIANOVAK.COM.AU

