

# Lillian Frank AM MBE Millinery Award 2023

## FELICITY NORTHEAST MILLINERY



Felicity Northeast Millinery is sustainable and elegant, featuring traditional millinery techniques, contemporary design and upcycled materials. Stylish, luxe millinery which fuses fashion and function with sophisticated modern headwear. The headwear is designed, and hand made to the highest standard to ensure the longevity and quality. Hats and headpieces are created for all occasions: casual hats, race wear, headbands, fascinators, and bridal millinery. Felicity Northeast Millinery specialises in made to order bespoke and custom headwear. Ready to wear headwear is also available online.

Based in Mount Eliza, on Melbourne's Mornington Peninsula and a winner of The Millinery Association of Australia Design and many Fashions on the Field awards.

Media -see attached documents

Education: Cert 4 in Millinery and headwear, Kangan, Melbourne

**Website:** [www.felicitynortheast.com](http://www.felicitynortheast.com)

**Instagram:** @felicitynortheastmillinery

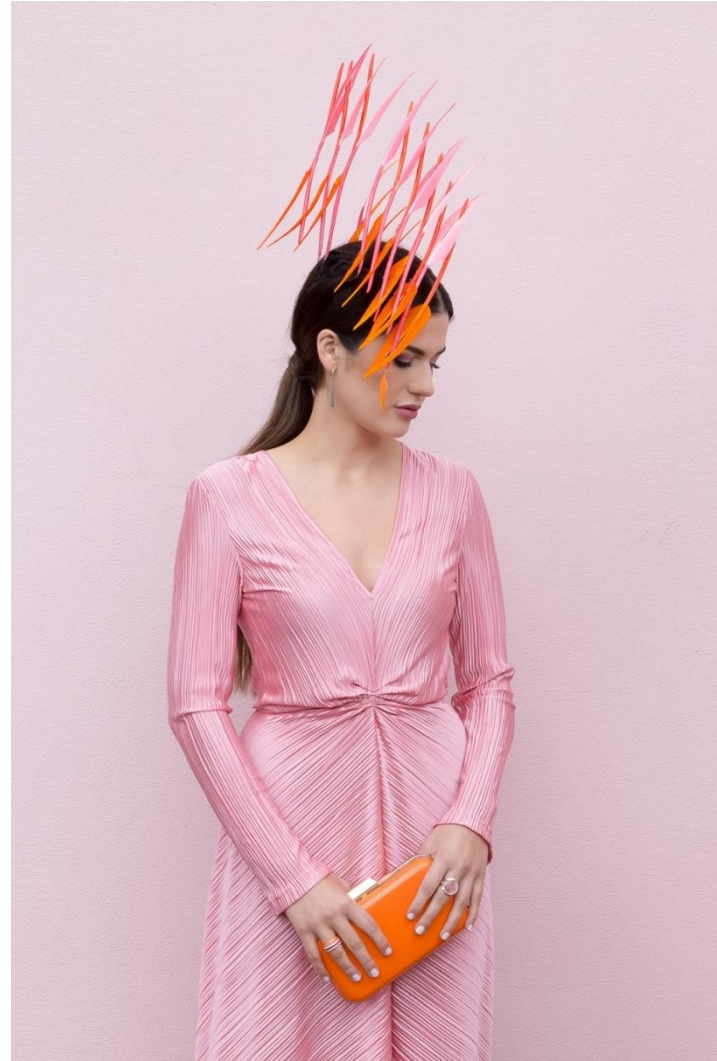
**Facebook:** Felicity Northeast Millinery

<https://www.facebook.com/felicitynortheastmillinery/>

**Email:** [fn@felicitynortheast.com](mailto:fn@felicitynortheast.com)

**Phone:** 0417305191















Felicity Northeast  
MILLINERY









FELICITY NORTHEAST MILLINERY MEDIA: Recent Examples

MOEVIR®



61



VIGOUR

OPEN THEME | AUGUST 2022



MOEVIR®

67

Magazine features 2022

Moevir Magazine, Paris, France

Vigour Magazine, Canada

KENNEDY × Christian Pöttermann  
Extraordinary watches and jewellery  
DISCOVER NOW

Advertisement

# Life & Leisure

Life & Luxury Fashion & Style

## A hat for the races? There's a filter for that

Searching for the perfect adornment to your race day outfit? Melbourne milliner Felicity Northeast has a nifty fix.

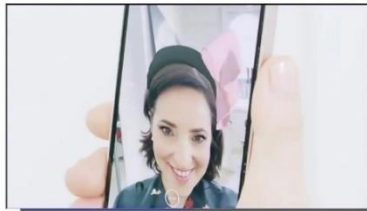
Lauren Sams

KENNEDY × Christian Pöttermann  
Extraordinary watches and jewellery  
DISCOVER NOW

Advertisement

A day at the races, says milliner Felicity Northeast, is incomplete without a hat. She is biased, of course, being in the hat game, but such conventions do indeed exist – at the spring racing carnival, even in 2022, women are expected to don headwear.

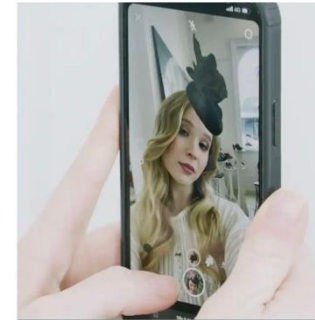
And while there might be something a little anachronistic about the custom, the industry is becoming more modern. This year, you can try on your hat virtually, using an augmented reality filter.



Felicity Northeast says the AR filter can offer "does give you an idea of what might work for you, and give you more confidence".

She and the team at Ignition Immersive, funded by Creative Victoria, used a variety of face shapes, ethnicities and ages to develop a filter that she is confident will work for a broad range of clients, and the filter is now live on Northeast's Instagram.

"It probably won't replace trying on hats in person," says Northeast, "but it does give you an idea of what might work for you, and give you more confidence."



Financial review Sept, 22

STYLE

Millinery is synonymous with the races, with hats adding fun to any outfit. With the absence of on-course action for many fashionable racegoers, innovative milliners such as Felicity Northeast are finding silver linings.

BY CELIA PURDEY

Whether you're celebrating Cup Week from your backyard, living room, a pub or at the track, a hat is not only a stylish statement but also a sun-smart one. Even with the move to a more relaxed dress code since the pandemic, Australian milliners are aware that racing fans still want to embrace fashionable headwear.

Felicity Northeast is one of Australia's most renowned milliners and has always been a great believer in creating a quality, timeless investment piece. Long an advocate of sustainable methods in her craft, these aspects of her work came to the fore last year in 2020 as the pandemic forced her and others in her trade to think outside the box.

"Since before 2020, I had been playing with different ideas of how to adapt my clients' pieces. I started designing interchangeable pieces for hat firms in about 2016, but in 2020 I started to really think about more flexibly with my pieces. I did a bit of time and research into discovering the best way to take items off and on existing hats. After much trial and error, I ended up with a one 'hard-to-leave' firm," said Northeast.

The completely handmade items range from flowers to silk satin bows, and are versatile enough to change the look of an existing

millinery piece. "The wearer would start with a basic style then be able to mix and match their items to suit the outfit." It was important to Northeast that the styles be timeless, whilst not compromising on elegance.

For budget-conscious race fans who are lucky enough to be attending the races somewhere or dressing up at home or for an event, the firm is an attractive and affordable option. "A couple of clients had already expressed that they have a few dresses that they would like to be able to match with the one hat, so the firm were the perfect solution."

Headbands with removable veiling are also an easy way to change the look of an outfit. "The veiling on my hair/headband can easily be removed just by unfasting the bows, leaving you with a headband with cute bows. Simple elegance."

As the pandemic lingers in Victoria and NSW, and Northeast and other milliners cannot meet with clients to design and discuss their bespoke headwear pieces, they have had to focus their energies elsewhere.

"My summer range actually came last year after I realised that Spring Racing wouldn't occur. It gave me that time, when I would usually be frantically making bespoke pieces, to research and prepare," said Northeast.



THE COMPLETELY HANDMADE ITEMS RANGE FROM FLOWERS TO SILK SATIN BOWS, AND ARE VERSATILE ENOUGH TO CHANGE THE LOOK OF AN EXISTING MILLINERY PIECE.



MELBOURNE CUP CARNIVAL 2021 145



Northeast decided to do divert into more casual wear, and her casual summer hats were devised, with much research poured into making them as sustainable as possible. "I took a long time sourcing materials. I used Australian stock if I could, and ensured it was ethically sourced if it came from overseas. I also use 'dead' stock whenever possible ('dead' stock is materials that are discontinued or sourced from retired milliners) combined with upcycled and vintage textiles."

She also worked with local textile artists, with the original printed fabrics designed by a Melbourne Peninsula textile artist and digitally printed on organic cotton and canvas. Designs incorporated minimal waste practices in the pattern-making, digital printing and dying practices. Sun sensibility was also at the forefront of Northeast's thinking in the summer range, taking into consideration the harsh

Australian rays. She had her material tested by a government laboratory in Melbourne to ensure it was UV rated, which all came back as 50+.

"While some, done straw weaves, breathable linings, double material layers and detachable veils have all added extra sun protection without compromising on style, comfort, and elegance," said Northeast.

With more ideas for sustainable headwear popping up around her every day – a recent concept was inspired by a delivery of boxes wrapped with strapping tape, which she repositioned as an edging foundation on her bucket hats – Felicity Northeast's pieces will have you literally covered this spring and summer. "H"

(Richard Shaw Photography, models: Daniela Galati and Samantha Peterson)

146 MELBOURNE CUP CARNIVAL 2021

VRC Carnival Magazine, 2021

P





Herald Sun examples



Regional newspapers; front pages



Campaigns



International press examples



Article examples



## The best value, pound for pound

From big to small, you can always rely on a furry friend to brighten up a rough day. In honour of International Dog Day, Pomeranian trio Tank the Turbo Terror, Wicket the Wizard Of Speed and Tiger the Tiny Tornado are celebrating with a awesome joy ride in their little red car.

The Gangstar Pomeranian Glory Hunters are looking their absolute best dressed in hats, funky fascinators and stylish scarfs. The special day celebrates all breeds of dogs from the biggest wolfhound to the longest sausage dog. It not only pays tribute to incredible selfless dogs that bring comfort to families every day, but raises awareness about the number of dogs in rescue shelters.



Pomeranian trio Tank the Turbo Terror, Wicket the Wizard Of Speed and Tiger the Tiny Tornado; Picture: Mark Stewart

