



ROYAL
ASCOT

STYLE GUIDE

2019



THE
ROYAL ASCOT
STYLE GUIDE

IN ASSOCIATION WITH



CUNARD

A world like nowhere else

Royal Ascot is synonymous with sartorial elegance. This is upheld by our Dress Code, which invites guests to contribute to an occasion heralded as a major fashion event in its own right.

For a second year we have partnered with Cunard to bring you the Royal Ascot Style Guide 2019, to advise and inspire guests with what to wear to the Royal Meeting in June.

The Royal Ascot Dress Code is traditional, woven into the very fabric of our history. It was Beau Brummell, perhaps Britain's first fashion icon, who at the turn of the 19th century dictated the dress for men in the Royal Enclosure. His sense of style is still reflected in Royal Ascot fashions today.

Ascot continues to recognise key trends in the ever-evolving world of fashion and in 2019 monochrome dressing, statement bows and tailoring for women are some of the spring/summer fashion highlights for the coming season. For gentlemen, mixed textures and bold colours come to the forefront of formal wear.

For further information about Royal Ascot, our official Dress Code and the stories that make the Royal Meeting a world like nowhere else, please visit ascot.co.uk.

#RoyalAscot

 @ascotracecourse

Front

Hat: Philip Treacy
philiptreacy.co.uk
£1,350

Dress: Suzannah
suzannah.com
£2,850

Shoes: Malone Souliers
malonesouliers.com
£475

ROYAL ENCLOSURE

DRESS CODE

LADIES

Ladies are kindly reminded that formal daywear is a requirement in the Royal Enclosure, defined as follows:

- Dresses and skirts should be of modest length defined as falling just above the knee or longer.
- Dresses and tops should have straps of one inch or greater. Strapless, off the shoulder, halter neck and spaghetti straps are not permitted.
- Jackets and pashminas may be worn. Tops and dresses underneath should still comply with the Royal Enclosure Dress Code. Midriffs must be covered.
- Trouser suits are welcome. They should be of full-length to the ankle and of matching material and colour.
- Jumpsuits are welcome. They should fall below the knee, with regulations matching that for dresses.
- Hats should be worn; however, a headpiece which has a solid base of 4 inches (10cm) or more in diameter is acceptable as an alternative to a hat. Fascinators are not permitted.

GIRLS

Girls (aged 10-17) should dress in accordance with the ladies' Dress Code. However, they may wear a headpiece or fascinator as an alternative to a hat, without any size restriction.

GENTLEMEN

Gentlemen are kindly reminded that it is a requirement to wear either black or grey morning dress which must include:

- A waistcoat and tie (no cravats or bow ties)
- A black or grey top hat
- Black shoes worn with socks

A gentleman may remove his top hat within a restaurant, a Private Box, a private club or a facility's terrace, balcony or garden. Hats may also be removed within any enclosed external seating area within the Royal Enclosure Gardens.

The customisation of top hats (with, for example, coloured ribbons or bands) is not permitted in the Royal Enclosure.

Novelty waistcoats and ties, unless of a patriotic nature (for example your national flag) are not permitted.

Top hats by Oliver Brown are available at 75 Lower Sloane Street, oliverbrown.org.uk.

BOYS

Boys (aged 10-17) should either dress in accordance with the gentlemen's Dress Code; or alternatively may wear a dark-coloured lounge suit with a shirt and tie.

PLEASE NOTE: In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.



Hat: Julian Garner Headwear
juliangarner.com
£290

Dress: Katya Katya
katyakatya.co.uk
£935

Shoes: Jimmy Choo
jimmychoo.com
£550

Oliver Brown
oliverbrown.org.uk
Top hat: from £600
Morning Coat: £495
Silk Waistcoat: £250
Shirt: £70
Trousers: £195

Shoes: Church's
church-footwear.com
£470

Tie: Favourbrook
favourbrook.com
£75



Hat: Lock & Co
lockhatters.co.uk
£895

Simone Rocha
020 7629 6317
Jacket: POA
Shirt: POA

Shoes: Gianvito Rossi
gianvitorossi.com
£680

Ring: Tudor Rose
Fanfare Ruby 18ct white
gold ring set with round
white diamonds and
calibre cut rubies
Garrard
garrard.com
POA



Hat: Rachel Trevor Morgan
racheltrvormorgan.com
£694

Amanda Wakeley
amandawakeley.com
Blazer: £895
Trousers: £695

Camisole: Galvan
galvanlondon.com
£195

Shoes: Malone Souliers
malonesouliers.com
£425



Hat: Sally Ann Provan
sallyannprovan.co.uk
£650

Erdem
erdem.com
Top: £1,260
Skirt: POA

Shoes: Malone Souliers
malonesouliers.com
£475





Oliver Brown
oliverbrown.org.uk
Top hat: from £600
Shirt: £70
Tie: £65

Gieves & Hawkes
gievesandhawkes.com
Morning Coat: £695
Waistcoat: £200
Trousers: £225

Shoes: Fairfax & Favor
fairfaxandfavor.com
£175

Watch: Longines
longines.co.uk
£2,490

She wears
Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£2,050

Dress: Edeline Lee
edelinelee.com
£995

Bag: Aspinal of London
aspinaloflondon.com
£895

Shoes: Jimmy Choo
jimmychoo.com
£595

He wears
Oliver Brown
oliverbrown.org.uk
Top hat: from £600

New & Lingwood
newandlingwood.com
Morning Coat: £695
Waistcoat: £255
Trousers: £295

Shirt: Eton
etonshirts.com
£125

Tie: Favourbrook
favourbrook.com
£75

Shoes: Church's
church-footwear.com
£470



Hat: Sarah Cant
sarahcant.co.uk
£750

Victoria Beckham
victoriabeckham.com

Jacket: £575

Shirt: £295

Trousers: £415

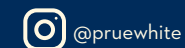
Shoes: Jimmy Choo
jimmychoo.com
£850

Earrings: Tudor Rose
Bloom 18ct rose gold
earrings set with rose cut
and round white diamonds
Garrard
garrard.com
POA



PRUE WHITE - *Stylist*

“ If you’re feeling bold, **start with your hat.**
Find something you love and that
flatters your face – both colouring and shape – and
build your outfit from there. ”



MARCO ANTONIO - *MUA and Hair Stylist*

“ My favourite SS19 make-up trend would be
pastel eyes vs a stronger lip. And gorgeous, glowing
skin will always be on-trend! ”



LUIS MONTEIRO - *Photographer*

“ Take your **perfect Royal Ascot outfit** shot
at sunset – it’s the best light of the day. ”



QUEEN ANNE ENCLOSURE

DRESS CODE

LADIES

Ladies within the Queen Anne Enclosure are required to dress in a manner as befits a formal occasion and are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless and sheer dresses and tops are not permitted. Please note our definition of strapless necklines include off-the-shoulder, Bardot and one shoulder.
- Trouser suits must be full-length, and jumpsuits should fall below the knee. Both must adhere to the neckline regulations above.
- Midriffs must be covered.
- Shorts are not permitted.

GIRLS

Girls aged 17 and under should be dressed for a formal occasion. Smart summer dresses are suggested. Hats, headpieces and fascinators may be worn but are not compulsory.

GENTLEMEN

Gentlemen are required to wear a full-length suit with a collared shirt and tie, and kindly asked to take note of the following:

- Jackets and trousers should be of matching colour and pattern.
- A tie should be worn at all times. Bow ties and cravats are not permitted.
- Socks must be worn and should cover the ankle.
- Jeans, chinos and trainers are not permitted.

BOYS

Boys aged 10-17 should wear a suit or jacket with a shirt and tie. Younger boys nine and under should be dressed smartly but are not required to wear a jacket or tie.

PLEASE NOTE: In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.

Hat: Beverley Edmondson Millinery
beverleyedmondsonmillinery.co.uk
£200

Dress: Alessandra Rich
alessandrarich.com
£2,545

Shoes: Jimmy Choo
jimmychoo.com
£695

Earrings: Enchanted Palace
18ct white gold earrings with
rock crystal, round white
diamonds and pearl tassels
Garrard
garrard.com
POA



Favourbrook
Favourbrook.com
Three-piece suit: £1,100
Shirt: £145

Tie: Gieves & Hawkes
gievesandhawkes.com
£115

Pocket Square: Geoff Stocker
geoffstocker.com
£45

Shoes: Dunhill
dunhill.com
£675



Hat: Jane Taylor London
janetaylorlondon.com
£350

Dress: Mary Katrantzou
marykatrantzou.com
£POA

Shoes: Malone Souliers
malonesouliers.com
£475

Bag: Launer
launer.com
£1,500



Hat: Emily London
emily-london.com
£845

Emilia Wickstead
emiliawickstead.com
Top: £510
Skirt: £1,115

Shoes: Jimmy Choo
jimmychoo.com
£475



She wears
Hat: Stephen Jones
Millinery
stephenjonesmillinery.com
£2,550

Jumpsuit: Karen Millen
karenmillen.com
£250

Shoes: Lulu Guinness
luluguinness.com
£245

He wears
T.M. Lewin
tmlewin.co.uk
Three-piece suit: £249
Shirt: £49.95
Tie: £39.95
Pocket Square: £25

Shoes: Church's
church-footwear.com
£410



Hat: Juliette Botterill
juliettemillinery.co.uk
£550

Skirt suit: Claire Mischevani
clairemischevani.com
£1,495

Shoes: Gianvito Rossi
gianvitorossi.com
£680



Hat: Merve Bayindir
mervebayindir.com
£500

Dress: Alice Archer
The Place London
£2,500

Shoes: Gianvito Rossi
gianvitorossi.com
£565



Oliver Brown
oliverbrown.org.uk
Two-piece suit: £445
Shirt: £70

Tie: New & Lingwood
newandlingwood.com
£95

Pocket Square: Geoff Stocker
geoffstocker.com
£45

Shoes: Russell and Bromley
russellandbromley.co.uk
£255



Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£4,020

Dress: Emilio de la Morena
matchesfashion.com
£979

Shoes: Jimmy Choo
jimmychoo.com
£475



VILLAGE ENCLOSURE

DRESS CODE

LADIES

Ladies within the Village Enclosure are required to dress in a manner as befits a formal occasion and are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless and sheer dresses and tops are not permitted. Please note our definition of strapless necklines include off-the-shoulder, Bardot and one shoulder.
- Trouser suits must be full-length, and jumpsuits should fall below the knee. Both must adhere to the neckline regulations above.
- Midriffs must be covered.
- Shorts are not permitted.

GIRLS

Girls aged 17 and under should be dressed for a formal occasion. Smart summer dresses are suggested. Hats, headpieces and fascinators may be worn but are not compulsory.

Please note, the Village Enclosure is a grassed area and ladies should consider their hat size and shoes accordingly. Smaller hats or fascinators and wedges or block heels are recommended in place of large headwear or stilettos.

GENTLEMEN

Gentlemen are required to wear a full-length suit with a collared shirt and tie, and kindly asked to take note of the following:

- A tie should be worn at all times. Bow ties or cravats may also be worn in the Village Enclosure.
- Socks must be worn and should cover the ankle.
- Jeans and trainers are not permitted.

BOYS

Boys aged 10-17 should wear a suit or jacket with a shirt and tie. Younger boys nine and under should be dressed smartly but are not required to wear a jacket or tie.

PLEASE NOTE: In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.

Hat: Awon Golding Millinery
awongolding.com
£480

Delpozo
delpozo.com
Jacket: £2,700
Shirt: £800
Trousers: £1,700

Shoes: Jimmy Choo
jimmychoo.com
£695



Hat: William Chambers Millinery
williamchambersmillinery.com
£700

Mary Katrantzou
marykatrantzou.com
Top: £760
Skirt: £650

Shoes: LK Bennett
lkbennett.com
£175



Chester Barrie
chesterbarrie.co.uk
Jacket: £695
Waistcoat: £295
Trousers: £295

Shirt: Hackett
hackett.com
£115

Tie: Hammond & Co. by
Patrick Grant
debenhams.com
£22

Shoes: John Lobb
johnlobb.com
£970



Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£1,655

Dress: Osman
osmanlondon.com
£895

Bag: Louis Vuitton
louisvuitton.com
£1,190

Shoes: Whistles
whistles.com
£149



Hat: Rachel Black
rachelblackmillinery.com
£365

Mother of Pearl
motherofpearl.co.uk
Top: £350
Trousers: £395

Shoes: Russell and Bromley
russellandbromley.co.uk
£275



Gieves & Hawkes
gievesandhawkes.com
Two-piece suit: £995
Shirt: £225

Tie: Hammond & Co.
by Patrick Grant
debenhams.com
£22

Shoes: John Lobb
johnlobb.com
£1,520



She wears
Hat: Justine Bradley Hill
justinebradley-hill.co.uk
£595

Dress: Zimmermann
mytheresa.com
£995

Belt: Sonia Petroff
soniapetroff.com
£965

Shoes: Russell and Bromley
russellandbromley.co.uk
£225

He wears
Jacket: Hackett
hackett.com
£675

Shirt: Chester Barrie
chesterbarrie.co.uk
£125

Tie: Favourbrook
favourbrook.com
£75

Pocket Square: Richard James
richard-james.com
£55

Trousers: T.M. Lewin
tmlwin.co.uk
£79.97

Shoes: Jimmy Choo
jimmychoo.com
£475



Hat: Rachel Black
rachelblackmillinery.com
£275


Osman
osmanlondon.com
Top: £410
Skirt: £405

Shoes: Malone Souliers
malonesouliers.com
£475




PRUE WHITE - *Stylist*

“ You need to feel like you. So, stick to what you know. If you never wear heels in day-to-day life, don't start at Ascot. **SS19's hottest shoes** all have a midi-heel so are ideal for a full day on your feet. And if you're more comfortable in trousers than a dress, try a jumpsuit or a trouser suit. ”

 @pruewhite

MARCO ANTONIO - *MUA and Hair Stylist*

“ Remember that this is a day-time event, so consider using more **summery shades** and let your outfit and hat do most of the talking. ”

 @marcoantoniolondon

LUIS MONTEIRO - *Photographer*

“ Ask your friend with the **best Instagram photos** to capture your look for the Royal Meeting. ”

 @luismonteirophotography

WINDSOR ENCLOSURE

DRESS CODE

Whilst there is no official Dress Code for the Windsor Enclosure, ladies and gentlemen are encouraged to dress in smart daywear.

It is recommended that ladies wear smart attire with a hat or fascinator and gentlemen wear a jacket, collared shirt and full-length trousers.

PLEASE NOTE: In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.

Hat: Vivien Sheriff
viviensheriff.co.uk
£490

Dress: Rixo
rixo.co.uk
£355

Shoes: River Island
riverisland.com
£40



Hat: Justine Bradley Hill
justinebradley-hill.co.uk
£285

Dress: Primrose Park
primroseparklondon.com
£159

Shoes: LK Bennett
lkbennett.com
£195



River Island
riverisland.com
Blazer: £90
Shirt: £28
Trousers: £35

Pocket Square: Geoff Stocker
geoffstocker.com
£45

Shoes: Russell and Bromley
russellandbromley.co.uk
£245



Hat: Karen Millen
karenmillen.com
£99

Dress: Studio by Preen
debenhams.com
£69

Shoes: River Island
riverisland.com
£40



She wears
Hat: Camilla Rose
camillarose.co.uk
£315

River Island
riverisland.com
Top: £35
Skirt: £35
Shoes: £40

He wears
Hammond & Co. by
Patrick Grant
debenhams.com
Blazer: £130
Waistcoat: £50
Shirt: £40
Chinos: £40

Belt: Russell and Bromley
russellandbromley.co.uk
£95

Shoes: John Lobb
johnlobb.com
£970



Hat: Karen Millen
karenmillen.com
£135

Dress: H&M Studio
hm.com
£119.99

Shoes: River Island
riverisland.com
£40



Ted Baker
tedbaker.com
Jacket: £279
Shirt: £89

Trousers: Hackett
hackett.com
£130

Shoes: Russell and Bromley
russellandbromley.co.uk
£255



Hat: J by Jasper Conran
Debenhams.com
£50

Dress: Warehouse
warehouse.co.uk
£65

Bag: Radley
radley.co.uk
£159

Shoes: River Island
riverisland.com
£40



ALL ENCLOSURES

DRESS CODE

OVERSEAS VISITORS

Overseas visitors are welcome to wear the formal National Dress of their country or Service Dress.

SERVING MILITARY PERSONNEL

Serving military personnel are welcome to wear Service Dress or equivalent.

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