



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](http://ascot.co.uk).

#RoyalAscot

 @ascotracecourse

## Front

**Hat:** Philip Treacy  
[philiptreacy.co.uk](http://philiptreacy.co.uk)  
£1,350

**Dress:** Suzannah  
[suzannah.com](http://suzannah.com)  
£2,850

**Shoes:** Malone Souliers  
[malonesouliers.com](http://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.
- Trousersuits 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](http://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](http://juliangarner.com)  
£290

Dress: Katya Katya  
[kanyakatya.co.uk](http://kanyakatya.co.uk)  
£935

Shoes: Jimmy Choo  
[jimmychoo.com](http://jimmychoo.com)  
£550



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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



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**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





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**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



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

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

**Shoes:** Malone Souliers  
malonesouliers.com  
£475









Hat: Sarah Cant  
sarahcant.co.uk  
£750

Victoria Beckham  
victoriabeckham.com

Jacket: £575

Shirt: £295

Trousers: £415

Shoes: Jimmy Choo  
jimmychoo.com  
£850

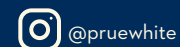
Earrings: Tudor Rose  
Bloom 18ct rose gold  
earrings set with rose cut  
and round white diamonds  
Garrard  
garrard.com  
POA



PRUE WHITE – *Stylist*

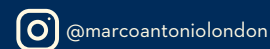
“ If you’re feeling bold, **start with your hat.**

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 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





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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



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**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





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**Hat:** Emily London  
emily-london.com  
£845

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

**Shoes:** Jimmy Choo  
jimmychoo.com  
£475



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

**Jumpsuit:** Karen Millen  
karenmillen.com  
£250

**Shoes:** Lulu Guinness  
luluguinness.com  
£245

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He wears  
T.M. Lewin  
tml Lewin.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





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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



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**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 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





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**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



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**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

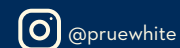
Osman  
osmanlondon.com  
Top: £410  
Skirt: £405

Shoes: Malone Souliers  
malonesouliers.com  
£475



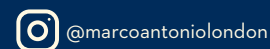
PRUE WHITE – *Stylist*

“ 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. ”



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. ”



LUIS MONTEIRO – *Photographer*

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





# 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





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

**Dress:** Primrose Park  
primroseparklondon.com  
£159

**Shoes:** LK Bennett  
lkbenett.com  
£195



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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





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**Hat:** Karen Millen  
karenmillen.com  
£99

**Dress:** Studio by Preen  
debenhams.com  
£69

**Shoes:** River Island  
riverisland.com  
£40



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

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

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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.

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.



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