



# ROYAL ASCOT

TUESDAY 19TH JUNE TO SATURDAY 23RD JUNE 2012

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## **2012 ROYAL ASCOT DRESS CODE ANNOUNCED**

Ascot Racecourse today unveils the dress code for the Royal Meeting, 19th to 23rd June, which has been designed with assisting visitors to this very special occasion in mind.

Royal Ascot is a unique, stand alone event in the sporting and social calendar and dressing accordingly is part of the experience.

Whilst the spirit of the dress code has always reflected this, the letter of it has arguably lacked clarity, leading in some cases to misunderstanding of what constitutes appropriate attire for this formal occasion.

It is hoped that visitors to the Royal Enclosure and Grandstand will find the new wording of assistance when selecting their outfits for Royal Ascot.

The headline points are:

### **Royal Enclosure – Ladies:**

**“Dresses and skirts should be of modest length defined as falling just above the knee or longer.”** This replaces the less clear instruction that miniskirts are considered unsuitable.

**“Hats should be worn; a headpiece which has a base of 4 inches (10cm) or more in diameter is acceptable as an alternative to a hat.”** This clarifies that fascinators are no longer permitted in the Royal Enclosure.

### **Royal Enclosure – 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), a black or grey top hat and black shoes.”** This clarifies that cravats are not acceptable and that black shoes should be worn with morning dress.

### **Grandstand Enclosure – Ladies:**

**“A hat, headpiece or fascinator should be worn at all times.”** This replaces advice that many ladies wear hats but this is not compulsory.

**“Strapless or sheer strap dresses and tops are not permitted.”** This, and several other points, illustrate better what is meant by the previous guidance that ladies are required to dress in a manner appropriate to a smart occasion.

**Grandstand Enclosure – Gentlemen:**

**“Gentlemen are required to wear a suit and tie.”** This replaces the instruction that gentlemen must wear a shirt and tie, preferably with a suit or jacket.

The 2012 and 2011 dress codes are reproduced in full under notes for editors.

Charles Barnett, Chief Executive at Ascot, said:

“We have worked extensively with experts in the world of fashion to define better what formal dress means, with the overarching intention of being as helpful as possible to our visitors and assisting everyone in understanding what is expected and, we believe, cherished about the dress code at Royal Ascot.

“It isn’t a question of elitism and not being modern in a world where there is less and less requirement to dress smartly – far from it. We want to see modern and stylish dress at Royal Ascot, just within the parameters of formal wear, and the feedback we have received from our customers overwhelmingly supports that.”

Dolly Jones, Editor of Vogue.com, commented:

“I love Royal Ascot – we’ve covered the fashion there for years on VOGUE.COM, often with films presented by great milliners including Stephen Jones and Philip Treacy. I think a clarification of the dress code will raise the bar even higher.”

Sarah Harris, Fashion Features Editor, Vogue added:

"Royal Ascot is one of the most prestigious events of the season and improving the dress code wording will ensure that the event remains iconic and a strong part of the fashion calendar."

Press Release: 17<sup>th</sup> January 2012

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## **NOTES TO EDITORS: 2012 Dress Code**

A day at Royal Ascot is very special and dressing accordingly is an important part of the experience. The dress code set out below is designed to help racegoers to dress appropriately for the occasion. Please note that a different dress code applies for each enclosure.

### **ROYAL ENCLOSURE**

#### **Ladies**

Ladies are kindly reminded that formal day wear 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;
- Jackets and pashminas may be worn but dresses and tops underneath should still comply with the Royal Enclosure dress code;
- Trouser suits are welcome. They should be of full length and of matching material and colour;
- Hats should be worn; a headpiece which has a base of 4 inches (10cm) or more in diameter is acceptable as an alternative to a hat.

Ladies are kindly asked to note the following:

- Strapless, off the shoulder, halter neck, spaghetti straps and dresses with a strap of less than one inch (2.5cm) are not permitted;
- Midriffs must be covered;
- Fascinators are no longer permitted in the Royal Enclosure; neither are headpieces which do not have a base covering a sufficient area of the head (4 inches / 10cm).

#### **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); and
- A black or grey top hat; and
- Black shoes.

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

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

**Children (admitted on Friday and Saturday only)**

Girls (aged 10-16) should be dressed for a formal occasion. Smart summer dresses are suggested. Hats, headpieces or a fascinator may be worn but are not compulsory.

Boys (aged 10-16) should either dress in accordance with the gentlemen's dress code (as set out above); or alternatively may wear a dark-coloured lounge suit with a shirt and tie (whereupon no hat is required).

**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.

**GRANDSTAND ADMISSION**

**Ladies**

Ladies within the main Grandstand enclosure are encouraged to dress in a manner as befits a formal occasion.

Ladies are kindly asked to take particular note of the following:

- A hat, headpiece or fascinator should be worn at all times;
- Strapless or sheer strap dresses and tops are not permitted;
- Trousers must be full length and worn with a top that adheres to the guidelines above (i.e. strapless or sheer strap tops are not permitted);
- Jackets and pashminas may be worn but dresses and tops underneath should still comply with the Grandstand Admission dress code;
- Midriffs must be covered;
- Shorts are not permitted.

**Gentlemen**

Gentlemen are required to wear a suit with a shirt and tie.

**Children**

Girls (17 or under) should be dressed for a formal occasion. Smart summer dresses are suggested. Hats, headpieces or a fascinator may be worn but are not compulsory.

Boys aged (13-17) should wear a suit or jacket with a shirt and a tie. Younger boys (12 or under) should be dressed smartly but are not required to wear a jacket or tie.

### **General**

All Royal Enclosure compliant attire, as defined in this document, is welcome in the Grandstand.

### **SILVER RING**

Whilst we encourage racegoers to wear smart clothes, no formal dress code applies in the Silver Ring except that replica sports shirts are not permitted.

### **GENERAL**

In addition to the specific guidance in this document, please note that fancy dress, novelty and branded / promotional clothing are not allowed on site.

Ascot Racecourse recognises that there may be instances where a degree of discretion is required in determining compliance with our dress code. In such instances, reasonable judgement will be exercised.

## **2011 Dress Code**

### **ROYAL ENCLOSURE**

Her Majesty's Representative wishes to point out that only formal day dress with a hat or substantial fascinator will be acceptable. Off the shoulder, halter neck, spaghetti straps and dresses with a strap of less than one inch and miniskirts are considered unsuitable. Midriiffs must be covered and trouser suits must be full length and of matching material and colour.

Gentlemen are required to wear either black or grey morning dress, including a waistcoat, with a top hat. A gentleman may remove his top hat within a restaurant, a private box, a private club or that facility's terrace, balcony or garden. Hats may also be removed within any enclosed external seating area within the Royal Enclosure Garden.

Children between the ages of 10-16 years inclusive are welcome to attend the Royal Enclosure on the Friday and Saturday of the Royal Meeting, providing they are accompanied by a Royal Enclosure badge-holder. Children's badges are free of charge and can be collected on the Friday and Saturday of the Royal Meeting from the Royal Enclosure enquiry offices. It is not necessary to submit a child's name prior to the Royal Meeting. Girls must wear a modest dress or skirt, boys a suit or jacket and smart trousers with a tie. Jeans and trainers are not permissible.

Children under the age of 10 are not permitted in the Royal Enclosure.

Overseas visitors are welcome to wear the formal national dress of their country or Service dress.

Ladies and Gentlemen not complying with the above dress regulations will be asked to leave the Royal Enclosure and will be relieved of their Royal Enclosure badge.

#### **GRANDSTAND**

Ladies are required to dress in a manner appropriate to a smart occasion. Many wear hats but this is not compulsory. Gentlemen in Grandstand Admission must wear a shirt and tie, preferably with a suit or jacket. Gentlemen are respectfully reminded to keep their tie on at all times. Sports attire, jeans and shorts are strictly forbidden.

#### **SILVER RING**

Whilst we encourage racegoers to wear smart clothes no formal dress code applies except that bare chests are not permitted at any time.

**Ends.**