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ASCOT ANNOUNCES 2019 FASHION COLLABORATIONS



Ascot Racecourse is delighted to announce licensee collaborations with well-known fashion brands; Links of London, Karen Millen, T.M. Lewin, Oliver Brown, Radley London and Christys' London.

For the third year Links of London, Oliver Brown and Christys' London have launched specially designed Ascot Collections.

The 2019 **Links of London** capsule jewellery collection refers to the heritage of Royal Ascot and interprets it for a new generation. Exclusively available from the on-site Ascot Shops during Royal Ascot is a series of collectible charms, pins and cufflinks featuring archival Royal Enclosure badge charms from the years 1891, 1900, 1919 and 1920.

Oliver Brown offers contemporary waistcoats, ties and braces for gentlemen to wear with their morning suits in the Royal Enclosure along with their range of top hats, ranging from highly-coveted antique silk hats to contemporary alternatives.

The new **Christys' London** collection includes classic fine-grade panama hats for both ladies and gentlemen, as well as an array of new stylish shapes and weaves, all with elegant trims.

Additionally, for the second year, **Karen Millen** has designed a bespoke collection of dresses and occasion wear in collaboration with Royal Ascot to ensure effortless elegance at the social event of the season. The beautiful Karen Millen jumpsuit from the current collection features in the 2019 Royal Ascot Style Guide, in association with Cunard.

New for this year, Ascot has announced a multi-year deal with luxury British accessories brand, **Radley London**. The brand has exclusively designed a Royal Ascot collection of occasion bags, further elevating racegoers' outfits. The new collection will reflect the sartorial elegance, traditional touches and British heritage that the Royal Meeting is known the world over for.

Furthermore, this is the first year Ascot has worked with premium menswear brand **T.M. Lewin**, to provide style inspiration for gentlemen in the Queen Anne Enclosure. The brand has produced a unique collection of men's formalwear, inspired by the prestigious race meeting, with a look featuring in the 2019 Royal Ascot Style Guide alongside the Karen Millen jumpsuit.

Juliet Slot, Chief Commercial Officer of Ascot Racecourse, commented:

"We are thrilled to be working with work with such a wonderful group of great British brands including Karen Millen, T.M.Lewin, Links of London, Oliver Brown, Radley London and Christys' London. Fashion and style are such an important part of the Royal Ascot experience and these carefully-curated collections perfectly demonstrate to customers how to dress for a day at the races. Alongside producing the annual Royal Ascot Style Guide, we work with our fashion brand licensees to further inspire racegoers and guide them on what to wear to ensure they have a special occasion with us."

The six deals were brokered by IMG, Ascot Racecourse's worldwide licensing representative.

Select pieces will be showcased and sold on-site during Royal Ascot in the flagship Ascot Shop store, managed by IMG.

Royal Ascot will be held from Tuesday 18th – Saturday 22nd June 2019. Tickets start from £37 with Fine Dining Packages and Private Boxes starting from £269+VAT per person.

For further information and to book please visit www.ascot.co.uk or call 0344 346 3000.

For further information, please contact Alexandra Bertram, Consumer PR Manager, on Alexandra.bertram@ascot.co.uk / 07890 630 608.

www.ascot.co.uk

#RoyalAscot

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NOTES TO EDITOR

Ascot Racecourse was founded in 1711 by Queen Anne who saw the land had potential for horseracing. Royal Ascot in June is an occasion like no other in the sporting calendar. While its five days of flat racing attracts entries from around the world and is demonstrably a celebration of horseracing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style. On each of the five race days, The Queen arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators. At the heart of Royal Ascot is the Royal Enclosure which dates back to 1807 and the reign of George III. Within this area, a dress code of morning dress for men and formal day wear for ladies applies. To book tickets visit www.ascot.co.uk or call 0844 346 3000.