



## **ASCOT RACECOURSE AND T.M. LEWIN LAUNCH MEN'S FORMALWEAR COLLECTION**

**8<sup>th</sup> January 2019**

Ascot Racecourse and British menswear brand T.M.Lewin have collaborated to produce a bespoke collection of men's formalwear inspired by its flagship race meeting, Royal Ascot, in a multi-year deal brokered by IMG.

Designed specifically for the summer racing season, the collection will feature three-piece and two-piece suits, jackets, trousers, shirts, ties and accessories.

The range will launch in spring 2019, available from T.M. Lewin stores and online. Select pieces will also be showcased and sold on-site during Royal Ascot in the flagship Ascot Shop store, managed by IMG.

Sven Gaede, T.M.Lewin CEO, commented:

“We are delighted to be working with the Ascot Racecourse brand. Royal Ascot is an iconic event, a key date in the UK's sporting calendar and one that our customers associate with style and fashion. To celebrate our relationship, we will be launching an exclusive new Royal Ascot collection of smart occasionwear to wear at Royal Ascot and the great sporting events of the British summer.”

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, said:

“We are thrilled to be working with T.M.Lewin. Fashion and style are an important part of the Royal Ascot experience for all of our customers and we look forward to providing a collection which will give them inspiration for what to wear to ensure they have a special occasion with us.”

Tim Smith, Senior Licensing Director, IMG, commented:

“Fashion and accessories are a key part of the Ascot experience, so we are very excited about this new collection. This is a very fitting collaboration between two prestigious British lifestyle brands, with T.M.Lewin renowned as one of the best premium tailors and using the finest quality fabrics.”

**ENDS**

### **About Ascot Racecourse**

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](http://www.ascot.co.uk) or call 0844 346 3000.

### **About T.M. Lewin**

The very first T.M.Lewin store opened on Jermyn Street in 1898 and we have been supplying quality business wear - including shirts, suits and accessories - for men and women ever since. The company still employs many of the same traditional manufacturing techniques pioneered by its founder, Thomas Mayes Lewin, and excellent craftsmanship, choice and value remain the driving force behind the brand.

Today there are just under 100 T.M.Lewin stores in the UK with further stores opening in countries across the rest of the world - including Europe, Singapore and Australia.

### **About IMG**

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and

licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

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