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**MEDIA RELEASE**

***EMBARGOED UNTIL 20:00 BST, THURSDAY 11<sup>TH</sup> APRIL 2019***

**ASCOT REVEALS THE FIFTH ANNUAL  
ROYAL ASCOT MILLINERY COLLECTIVE**



Ascot Racecourse and Fenwick – Royal Ascot’s Official Millinery Sponsor – have once again collaborated with some of the world’s most exciting milliners to produce an exclusive 10-piece collection: ***The Royal Ascot Millinery Collective***.

The Royal Ascot Millinery Collective features exclusive designs from **Awon Golding, Bundle Maclaren, Vivien Sheriff, Merve Bayindir, Philip Treacy OBE, Juliette Botterill, Millinery Jill, Siana Yewdall, Stephen Jones OBE and LaylaLeigh**.

Royal Ascot is a celebration of the best of British fashion and this is reflected each spring in the Royal Ascot Millinery Collective, which provides a platform for established as well as up-and-coming milliners to celebrate innovation and creativity.

To reflect the global support for the Royal Meeting, for the first time ever Ascot has introduced an international designer to the collective. Joining from Australia – a country recognised for its modern, high-quality and diverse range of millinery – is renowned Melbourne-based milliner Millinery Jill.

**Juliet Slot, Chief Commercial Officer at Ascot Racecourse, said:** *“British millinery is some of the finest in the world and Royal Ascot is proud to support emerging, as well as established, design talent. For 2019, we are excited to introduce an international milliner to the Collective for the first time, recognising the global footprint of our sport and Royal Ascot as an important social occasion.*

*“The five-day Royal Meeting is a showcase of incredible creativity and our annual Royal Ascot Millinery Collective enables us to shine a light on what is an intrinsic part of racing fashion. For a fourth year, we are delighted to have Fenwick as the Official Royal Ascot Millinery Sponsor. Their valuable support continues to raise the profile of millinery and fashion, helping to guide and inspire racegoers with dressing for the summer season.”*

**Mia Fenwick, Brand and Marketing Director, Fenwick, added:** *“For over 130 years Fenwick has been passionate in supporting the very best emerging and established millinery from around the world. The exceptional talent and craftsmanship that comes from this collaboration enables us to celebrate British style and spirit in a truly extraordinary way. We are very proud to again partner with Ascot to curate and the Royal Ascot Millinery Collective, marking a pivotal part of our summer season.”*

The Royal Ascot Millinery Collective will be available exclusively at **Fenwick of Bond Street** for a fourth season from Thursday 11<sup>th</sup> April 2019.

Royal Ascot will be held from Tuesday 18<sup>th</sup> – Saturday 22<sup>nd</sup> June 2019. Tickets start from £37 with Fine Dining Packages starting from £269+VAT per person with Private Boxes from £810+VAT per person. Early booking is advised to avoid disappointment with several restaurants already sold out.

For further information and to book please visit [www.ascot.co.uk](http://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](mailto:Alexandra.bertram@ascot.co.uk) / 07890 630 608.

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

#RoyalAscot

**ENDS**

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### **About Royal Ascot**

With a history as rich as it is long, Royal Ascot sits proudly as the jewel in the crown of horse racing. Five days of unparalleled racing, style, Fine Dining and pageantry, the Royal Meeting is renowned across the globe and creates an unforgettable experience in a unique setting.

Royal Ascot is Britain’s most valuable race meeting, attracting many of the world’s finest racehorses to compete for millions of pounds in prize money (£7.3m in 2018) Each year the meeting is broadcast to audiences around the globe, yet to experience it in person is something altogether more special.

Whether it's the arrival of the Royal Procession at 2pm sharp, six world-class races throughout the afternoon or the communal singing around Ascot's Bandstand early evening, each day is an unforgettable whirlwind of excitement and colour.

The Royal Meeting is the perfect occasion for socialising, hosting a choice of four separate enclosures with plenty to offer in terms of dining; three course à la carte luncheon, gourmet picnic, Champagne afternoon tea or Fine Dining.

Also synonymous with sartorial elegance, guests are welcomed to contribute to the sense of occasion. Each year the racecourse is awash with colourful classic and contemporary fashions as well as the most magnificent and spectacular millinery creations.

Royal Ascot. Like nowhere else.

### **About Fenwick**

Since 1882, Fenwick has been a purveyor of goods of note for shoppers of exceptional taste. Behind our modern outlook, astute product selection, unique collaborations and extraordinary service lies a brilliantly British style and spirit. For more than 130 years we have been, as our founder described it, a department store to delight the thoughtful woman – a sentiment that continues to hold true today.

### **Quotes from 2019 Milliners:**

**Philip Treacy OBE:** “This is a handblocked calotte I have been working on since last summer. I designed different versions. It is a lifetime combination of craft and techniques combined with new raw materials. It's an ode to British tradition adapted for contemporary society.”

**Merve Bayindir:** “The design for this piece took about a month. The base colour was very important, and it was hard to get it right. We then had to get the custom leaf cut and colour each leaf before sewing each of them on to a very large base. It is a special hat and like everything special, it took time and intricate detail to make it.”

**Stephen Jones OBE:** “I have been working with Royal Ascot for many years, with different hats and I was charmed when they invited me to be a part of the Royal Ascot Millinery Collective, as my work had featured frequently on racegoers and publicity materials for Royal Ascot racecourse.”

**Millinery Jill:** “In Australia I cannot keep up with orders for hats with bigger brims. They are literally selling within minutes of completion. Also, women's top hats are creating a strong and fashionable silhouette at the racetrack.”

**Awon Golding:** “I've been lucky enough to be invited to take part in the Royal Ascot Millinery Collective two years in a row. What an honour! My design is inspired by classic millinery with a hint of My Fair Lady glamour.”

**Bundle Maclaren:** “Our Indie design was inspired by the statement bows and bold block colour we saw in London Fashion Week back in September 2018. We could see that this was going to be a big trend for SS19 and came up with several ideas of how this aesthetic could come to life on hats big and small.”

**Vivien Sheriff:** “I am very pleased to be selected for this year's Collective. Royal Ascot is the most prestigious racing event in the racing calendar, and it is fitting that a collective of the UK's celebrated milliners should be called upon to create a collection of bespoke and one-off pieces.”

**Layla Leigh:** “I love the vibrancy of this year’s colours and I have carried this through to my hat for the collective, also I am a huge fan of the sequin trend that we will be seeing a lot of, and for my SS19 collection have incorporated this in too.”

**Siana Yewdall:** “I always like to advise choosing a hat that makes you feel happy and confident, and if you are happy and comfortable in your hat, you will forget you have it on! The right hat will make you smile!”

**Juliette Botterill:** “Royal Ascot is such a prestigious event. I wanted to design a hat that celebrated that sense of luxury by using the finest materials while keeping an inherently British aesthetic.”