



ASCOT KAREN MILLEN

ASCOT RACECOURSE AND KAREN MILLEN LAUNCH SS18 COLLECTION

Ascot, UK (11 April 2018) – Ascot Racecourse today announced a new global relationship with leading ladies apparel design house Karen Millen to launch a SS18 collection inspired by its flagship race meeting, Royal Ascot, in a deal brokered by IMG.

Specially designed for the 2018 summer racing season and social calendar, the new collection features 18 co-branded occasion wear pieces, including dresses, skirts, tops, trouser suits and jumpsuits. The pieces are marked for the Royal Enclosure or the Queen Anne or Village Enclosures, in line with Royal Ascot's dress code and style guide.

The line is available now from Karen Millen's UK and international standalone and online stores, as well as in high-end department stores, with prices ranging from £90 - £299. Select pieces will also be showcased and sold on-site at Royal Ascot in the flagship Ascot Shop store, managed by IMG.

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, said: "While racing is at the heart of Ascot, the fashion component is fundamental for us and our customers. It is part of the day that helps create the sense of occasion that our customers feel is so strongly associated with Royal Ascot.

"We are delighted to be working with Karen Millen who share so many of our own values when it comes to fashion. We have developed an exciting range of co-branded occasion wear pieces that are available to racegoers and on the high street this summer."

Dr Beth Butterwick, CEO at Karen Millen, added: "We are thrilled to join forces with Ascot. Historically, Karen Millen has been the go-to for summer events epitomised by the racing season, our clients know they can come to us and find beautifully crafted collections that they can feel confident in. Our Atelier ethos is what sets us apart from other mid-market luxury brands, our in-house atelier ensures the brand's signature quality and attention to detail is upheld. It is these shared values of luxury, attention-to-detail and quality that align us perfectly with Royal Ascot."

Tim Smith, Licensing Director, IMG, added: "With fashion being at the core of any raceday at Ascot, we are delighted to be working with Karen Millen to create the brand's first official ladies apparel line. Karen Millen fits perfectly into our strategy of building Ascot into an international lifestyle brand, ensuring beautifully crafted products and multi-channel accessibility for shoppers and guests around the world."

The Karen Millen x Royal Ascot collection is available now online, instore and concession, featuring hand painted florals, intricate lace detailing and super sleek tailoring all in beautiful pink and blush shades. Each piece is expertly crafted using couture techniques from the Karen Millen in-house Atelier and luxurious fabrics of the highest standard.

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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 or call 0844 346 3000.



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About Karen Millen

Women across the world today are strong, complex and dynamic. This is reflected in their need for clothes and accessories that make them feel their best – whether at home with family, at work with colleagues or out with friends.

Inspired by couture, Karen Millen's mission is to create distinctive style-led pieces that resonate with women of all ages and imbue confidence in the wearer. Beautiful to the eye, sensual to the touch, flattering in their fit. Unapologetic in our femininity and sassy in our attitude, we are prepared to take risks and deliver fashion with self-assurance.

We are a global brand for a modern global woman.

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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