



## **ASCOT RACECOURSE AND RADLEY LONDON TO LAUNCH COLLECTION OF OCCASION BAGS**

**23<sup>rd</sup> January 2019**

Ascot Racecourse has today announced a multi-year deal with luxury British accessories brand, Radley London. The relationship sees the brands launch an exclusive collection of occasion bags for Royal Ascot and the summer season, in a deal brokered by IMG.

The new collection will reflect the sartorial elegance, traditional touches and British heritage that Royal Ascot is renowned for, alongside the quality and craftsmanship that the Radley brand is recognised for worldwide.

The collection features five exclusive designs including shoulder, clutch and cross-body bags in a vibrant palette of summer hues perfect for the British social season.

Launching in late April, the collection will be available from Radley's stores across the UK and internationally, as well as online. The range will also be sold on-site at Royal Ascot in the flagship Ascot Shop store, managed by IMG.

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, welcomed the new relationship:

“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 Radley London who share so many of our own values when it comes to quality and innovation. We have developed an exciting collection of occasion bags that are available to racegoers and on the high street this summer.”

Julia Darlington, Chief Brand Officer at Radley, commented:

“Royal Ascot is the perfect partner for Radley London, celebrating all that is truly great about the British Summer. Each bag is crafted from the finest quality leather, adding a distinctive finish and flair to any summer event outfit.”

Tim Smith, Licensing Director, IMG, commented:

“With Royal Ascot being a major fashion event in its own right, we are delighted with this exciting new collaboration. Royal Ascot and Radley are both aspirational lifestyle brands with rich and long-standing heritage at their core. This new collection will no doubt be hugely popular.”

**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 Radley**

The history of Radley London is just like our bags: luxurious, carefully-crafted, and with a charm that's uniquely British.

From London's Camden Market - where the brand was born on the stall of a young entrepreneur in 1998 - Radley London has become a globally recognised name, identified in an instant by our playful Scottie dog logo. The iconic Radley dog is featured somewhere on every single one of Radley London handbags in different executions, from the small metal dog and leather hanging dog to the foil embossed branding that Radley fans adore.

Still designed in London by our talented in-house team, the collection's high-quality craftsmanship melds with innovation and functionality, for bags as beautiful as they are practical.

Our designs have grown with us, epitomising a renewed sense of modern, relaxed and affordable luxury. Our aim is to create products that are timeless yet bursting with personality. At Radley we love creating new looks using beautiful materials, combined with an innovative use of print, colour and graphic embellishment. Our unwavering attention to detail, style and quality has always been a part of our brand DNA and something we pride ourselves on.

Drawing on the history and heritage of London, as well as its thriving modern cultural scene, provides daily inspiration for the team as the brand evolves. Each piece is thoughtfully conceived, carefully constructed and imbued with its own distinct character, to create a timeless accessory that will be carried and cared for today and for years to come.

### **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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