



FOR IMMEDIATE RELEASE: WEDNESDAY 5TH JUNE 2019

**ITV PRESENTER CHARLOTTE HAWKINS UNVEILS 2019
ROYAL ASCOT DRESS CODE ASSISTANT UNIFORM**



Today, Wednesday 5th June 2019, Charlotte Hawkins unveiled a brand-new uniform to be worn by the Dress Code Assistants during Royal Ascot – Tuesday 18th to Saturday 22nd June.

The team of 30-strong Dress Code Assistants will wear elegant Karen Millen dresses and jackets with coordinated hats designed by milliner Ilda di Vico. The style advisors will be on-hand for the duration of the five-day Royal Meeting to provide guidance and help racegoers with adhering to Ascot's famous Dress Code.

Juliet Slot, Chief Commercial Officer, Ascot Racecourse: *“Royal Ascot is the summer event by which all others are measured in terms of style and is synonymous with sartorial elegance. For more than 300 years, racegoers from across the globe have embraced the Royal Ascot Dress Code and our customers today tell us how important it is to them. This is why it remains such an important part of the Royal Ascot experience today. A big thank you to Karen Millen –*

one of our Official Licensees to Royal Ascot – who have dressed our team of Dress Code Assistants once again.”

The coral dress is designed by high-end high street brand Karen Millen and is in this season's most covetable coral hue, which will ensure the Royal Ascot Dress Code Assistants showcase elegant summer style whilst helping racegoers to add the finishing touches to their outfits.

ALL high-res images from today can be downloaded below:

<https://we.tl/t-pEfiTbiXWt>

As well as providing the 2019 Royal Ascot Dress Code Assistant uniform, for a 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 full Royal Ascot collection is available to purchase online and in-store now.

Royal Ascot will be held from Tuesday 18th – Saturday 22nd June 2019. Tickets start from £37 per person with Saturday in the Windsor and Village Enclosures now SOLD OUT.

Fine Dining Packages starting from £339+VAT per person and Private Boxes from £810+VAT per person.

www.ascot.co.uk #RoyalAscot

ENDS

For further information, interview requests and high res images please contact:

Alexandra Bertram, Consumer PR Manager, Ascot Racecourse
Email: Alexandra.bertram@ascot.co.uk, Tel: 07890 630608

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 0344 346 3000.

Karen Millen:

Born and bred in England, Karen Millen is known globally for creating beautifully crafted fashion for confident women who know their own style. Each piece of their collection has been individually designed, hand-crafted and perfected by the designers in their in-house atelier to deliver their signature quality and attention to detail. From couture-inspired techniques to luxurious heritage fabrics, every KM garment has a story to tell. The range is a curated collection of perfectly cut trend-led and investment pieces offering an elevated, tailored approach to fashion. Truly international, Karen Millen has stores in over 65 countries across six continents including flagship stores in London's Regent Street and New York's Fifth Avenue.