



EMBARGOED UNTIL TUESDAY 5TH MARCH 2019

**ASCOT LAUNCHES THE EIGHTH ANNUAL ROYAL ASCOT STYLE GUIDE,
IN ASSOCIATION WITH CUNARD, AT PRESTIGIOUS PRIVATE
MEMBERS CLUB ANNABEL'S**



- Royal Ascot is once again at the forefront of fashion and style for the British summer social season
- The 2019 Royal Ascot Style Guide is in association with luxury cruise line Cunard for a second year
- Ascot collaborates with renowned stylist Prue White on the curation of 2019 looks
- Global fashion photographer Luis Monteiro shoots the Style Guide for first time
- Ascot has curated looks from the following designers Emilia Wickstead, Zimmerman, Victoria Beckham, Simone Rocha, Jimmy Choo, Delpozo, Erdem, Katya Katya, Suzannah and Mary Katrantzou, with support from milliners including Philip Treacy OBE, Awon Golding, Stephen Jones OBE, Jane Taylor, Edwina Ibbotson and Rachel Trevor Morgan

Tuesday 5th March 2019, London – Ascot Racecourse is delighted to announce the launch of the eighth annual Royal Ascot Style Guide, in association with luxury cruise brand Cunard.

Royal Ascot (Tuesday 18th to Saturday 22nd June 2019) is the summer event by which all others are measured in terms of style. Featured looks this year include designs from Emilia Wickstead, Zimmerman, Victoria Beckham, Delpozo, Simone Rocha, Erdem, Suzannah and Mary Katrantzou.

The Royal Ascot Style Guide plays a pivotal role in predicting key trends for the summer season and provides inspiration to racegoers keen to dress in style whilst keeping in-line with the Royal Meeting's famous Dress Code.

Ascot continues to provide outfit suggestions for guests in the Village Enclosure and Windsor Enclosure, along with the Royal Enclosure and Queen Anne Enclosure, after their introduction to the Style Guide last year. These looks include beautiful pieces from luxury designers and leading high street brands such as Karen Millen, Rixo, T.M. Lewin, River Island and H&M.

Working closely with experienced stylist Prue White, Ascot has curated looks that will be at the forefront of fashion this summer with world-class fashion photographer Luis Monteiro capturing the looks for all four Royal Ascot Enclosures.

Fenwick stocks a selection of brands featured in the 2019 Style Guide and will once again work with Ascot to curate The Royal Ascot Millinery Collective, back for a fifth season later in the spring. The Royal Ascot Style Guide features millinery from the likes of Philip Treacy OBE, Awon Golding, Stephen Jones OBE, Jane Taylor, Edwina Ibbotson and Rachel Trevor Morgan, all available at Fenwick of Bond Street.

Juliet Slot, Chief Commercial Officer of Ascot Racecourse, commented:

“Fashion and style are an integral part of the Royal Ascot experience for all of our customers. The annual Style Guide provides valuable support and inspiration when deciding what to wear for a day at the Royal Meeting. As the Style Guide enters its eighth year we continue to respond to our customers’ requests for fashion-forward looks that work for each of the four Enclosures, ensuring every racegoer enjoys this special occasion with style.

“We are delighted to have worked with Prue White to curate an incredibly strong, and varied, selection of looks that are both representative of Ascot’s fashion heritage and provide inspiration for how to wear the key trends for the 2019 summer season. We are equally thrilled to have Cunard involved with our iconic Style Guide for a second year.”

Royal Ascot will be held from Tuesday 18th – Saturday 22nd June 2019. Tickets start from £32 if booked before 4th April 2019 with further group discounts available. Fine Dining Packages and Private Boxes start from £269+VAT per person. For further information and to book please visit www.ascot.co.uk or call 0344 346 3000.

www.ascot.co.uk #RoyalAscot

For further information, please contact Alexandra Bertram, Consumer PR Manager, on Alexandra.bertram@ascot.co.uk / 07890 630 608.

ENDS

NOTES TO EDITOR

The history of fashion at Royal Ascot – key dates:

1700s – Beau Brummell, a close friend of the Prince Regent, who decreed that “men of elegance should wear waisted black coats and white cravats with pantaloons” and this set the tone for the dress code that is still adhered to by men in the Royal Enclosure.

1830s – Queen Victoria’s visit to Royal Ascot saw her arrive in a pretty lace dress with a full bell skirt and shawl. She also started a craze for the porter bonnet, shielding the wearer from male eyes

1890s – As the dawn of a new century arrived, fashion took on an almost celebratory tone. Skirts were less full, but silhouettes made a greater statement with angular hips and puffed sleeves. Hats were large and full of feathers and adornments.

1900s – One of fashion's most iconic images; that of Audrey Hepburn in *My Fair Lady* was inspired when costume designer Cecil Beaton saw images of Black Ascot, The 1910 Royal Ascot meeting was in full mourning over the death of King Edward.

1920s – Hemlines were shorter and cuts were smaller in the 1920's reflecting a post-war generation's rebellion against old traditions. Pearls and furs were the accessories of the day.

1950s – Christian Dior's *New Look*, a small waist and full skirt, was proving popular however it was when the newly crowned Queen Elizabeth and her stylish sister Princess Margaret wore the style at Royal Ascot that it was cemented in history.

1960s – Royal Ascot's glamorous profile elevated when Italian actress Sophia Loren was photographed in the Royal Enclosure. In modern times some of the biggest names in Hollywood and fashion have attended.

1970s - Trouser suits became more popular following their introduction to the dress code in 1971. Gertrude Shilling *The Ascot Mascot* delighted press with her extravagant outfits. One year, one of her son, David's designs outgrew the Shilling's long-wheel-based Rolls Royce, so the hat had to follow in a van behind.

1980s – Sharp lines and bright colours took centre stage during this decade. With statement hats and pointed heels, there was little room for floaty florals in 1980's glamour.

2012 – Royal Ascot officially launches its Style Guide to racegoers outlining dress code regulations for the Royal Enclosure and Queen Anne Enclosure (formally known as Grandstand).

2017 – The jumpsuit is formally accepted in the Royal Enclosure dress-code and the Queen Anne Enclosure dress code is extended to the new Village Enclosure.

2018 – Royal Ascot introduce Style Guides for the Village and Windsor Enclosures.

Cunard

Ascot's rich history and unrivalled sense of occasion proved the perfect setting for Cunard, when in 2017 it first sponsored the Cunard Handicap Stakes race on Saturday 9th September.

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 175 years of operation in 2015. Pioneers in transatlantic journeys for generations, Cunard is world class. The Cunard experience is built on fine dining, hand selected entertainment and outstanding service. From five-star restaurants and in-suite dining to inspiring guest speakers, the library and film screenings, every detail has been meticulously crafted to make the experience unforgettable.
