



ROYAL ASCOT

STYLE GUIDE
2018



THE
ROYAL ASCOT
STYLE GUIDE

IN ASSOCIATION WITH



CUNARD

Front

Hat: Merve Bayindir
mervebayindir.com
£2,800

Luisa Beccaria
Luisabeccaria.it

Shirt: Price on request

Skirt: Price on request

Shoes: Pretty Ballerinas
prettyballerinas.co.uk
£449

Earrings: Garrard
garrard.com
Price on request

Scarf: David Watson
Davidwatson.uk
£160

Bag: Kurt Geiger
Kurtgeiger.com
£89



A WORLD LIKE NOWHERE ELSE

Royal Ascot is synonymous with sartorial elegance.
This is upheld by our dress code, which invites guests to contribute to
an occasion heralded as a major fashion event in its own right.

We are delighted to bring you our 2018 Royal Ascot Style Guide, in association
with Cunard, to guide and inspire you with what to wear at Royal Ascot in June.

In 2017, Royal Ascot successfully welcomed the jumpsuit as an acceptable item
of clothing for the Royal Enclosure. Ascot continues to recognise key trends in
the ever-evolving world of fashion. Additions to the official dress code in 2018
makes socks a requirement for gentlemen and specific necklines detailed as
acceptable, or not, across all Enclosures.

Our dress code is traditional, woven into the very fabric of our history.
It was Beau Brummell, perhaps Britain's first fashion icon, who at the turn of
the 19th century dictated the dress for men in the Royal Enclosure.
His sense of style is still reflected in Royal Ascot fashions today.

For further information about Royal Ascot, our dress code and the
stories that make the Royal Meeting a world like nowhere else,
please visit **ascot.co.uk**.

#RoyalAscot

ROYAL ENCLOSURE

LADIES

Ladies are kindly reminded that formal daywear is a requirement in the Royal Enclosure, defined as follows:

- Dresses and skirts should be of modest length defined as falling just above the knee or longer.
- Dresses and tops should have straps of one inch or greater.
- Jackets and pashminas may be worn but dresses and tops underneath should still comply with the Royal Enclosure dress code.
- Trouser suits are welcome. They should be of full-length to the ankle and of matching material and colour.
- Jumpsuits are welcome. They should be of full-length to the ankle, with regulations matching that for dresses.
- Hats should be worn; however a headpiece which has a solid base of 4 inches (10cm) or more in diameter is acceptable as an alternative to a hat.

Ladies are kindly asked to note the following:

- Strapless, off the shoulder, one shoulder, halter neck, bardot and spaghetti straps are not permitted.
- Midriffs must be covered.
- Fascinators are not permitted; neither are headpieces which do not have a solid base covering a sufficient area of the head (4 inches/10cm).

PLEASE NOTE: In addition to the specific guidance in this brochure, fancy dress, novelty and branded / promotional clothing are not allowed on site.

GENTLEMEN

Gentlemen are kindly reminded that it is a requirement to wear either black or grey morning dress which must include:

- A waistcoat and tie (no cravats)
- A black or grey top hat
- Black shoes worn with socks

A gentleman may remove his top hat within a restaurant, a private box, a private club or that facility's terrace, balcony or garden. Hats may also be removed within any enclosed external seating area within the Royal Enclosure Garden.

The customisation of top hats (with, for example, coloured ribbons or bands) is not permitted in the Royal Enclosure.

Top hats by Oliver Brown are available at 75 Lower Sloane Street, oliverbrown.org.uk.

CHILDREN

(Admitted on Thursday, Friday and Saturday only)

Girls (aged 10-17) should dress in accordance with the Ladies' dress code. However, they may wear a headpiece or fascinator as an alternative to a hat, without any size restriction.

Boys (aged 10-17) should either dress in accordance with the gentlemen's dress code; or alternatively may wear a dark-coloured lounge suit with a shirt.

OVERSEAS VISITORS

Overseas visitors are welcome to wear the formal National Dress of their country or Service Dress.

SERVING MILITARY PERSONNEL

Serving military personnel are welcome to wear Service Dress or equivalent.

Hat: Stephen Jones Millinery
stephenjonesmillinery.com
Stocked by Fenwick
£575

Suzannah
suzannah.com

Trench Coat: £1,350

Top: £550

Skirt: £995

Shoes: Christian Louboutin
Christianlouboutin.com
£965



Oliver Brown
oliverbrown.org.uk
Top hat: from £500
Morning Coat: £475
Morning Trousers: £195
Waistcoat: £135
Shirt: £95

Shoes: Carmina
Fenwick.co.uk
£390

Tie: Oscar Jacobson
Fenwick.co.uk
£75

Pocket Square: Gieves & Hawkes
Fenwick.co.uk
£55

Watch: Longines
longines.com
£1,750



Hat: Merve Bayindir
mervebayindir.com
Stocked by Fenwick
£700

Dress: Emilio de la Morena
emiliodelamorena.com
£1,100

Shoes: Gina
Gina.com
£550



Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£3,825

Jumpsuit: Beulah
Beulahlondon.com
£595

Shoes: Pretty Ballerinas
prettyballerinas.co.uk
£279




Oliver Brown
oliverbrown.org.uk
Top hat: from £500
Morning Coat: £475
Morning Trousers: £235
Waistcoat: £135
Shirt: £95
Tie: £65
Pocket Square: £15

Shoes: Crockett & Jones
crockettandjones.com
£395

Watch: Longines
longines.com
£2,220





He wears
Oliver Brown
oliverbrown.org.uk
Top hat: from £500
Morning Coat: £475
Morning Trousers: £235
Waistcoat: £145
Shirt: £95

Shoes: Crockett & Jones
crockettandjones.com
£410

Richard James
richard-james.com
Tie: £95
Pocket Square: £55

She wears
Hat: Philip Treacy
philliptreacy.co.uk
Price on Request

Claire Mischevani
clairemischevani.com
Dress: £1,195

Shoes: Pretty Ballerinas
prettyballerinas.co.uk
£449

Earrings: Garrard
garrard.com
£5,400

Hat: Lock Hatters
Lockhatters.co.uk
£925

Jenny Packham
Jennypackham.com

Jacket: £1,835

Dress: £2,520

Shoes: Jimmy Choo
Jimmychoo.com
£525



QUEEN ANNE ENCLOSURE

LADIES

Ladies within the Queen Anne Enclosure are encouraged to dress in a manner as befits a formal occasion and ladies are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless or sheer strap dresses and tops are not permitted. Please note our definition of strapless includes off the shoulder, bardot style and one shoulder dresses.
- Trouser suits and jumpsuits must be full-length and worn with a top that adheres to the guidelines above.
- Midriffs must be covered.
- Shorts are not permitted.

GENTLEMEN

Gentlemen are required to wear a full-length suit with jacket and trousers of the same colour and pattern with a shirt and tie. Socks must also be worn and should cover the ankle.

Gentlemen are kindly asked to wear a tie at all times and to note that bow ties and cravats are not allowed.

Trainers are not permitted.

OVERSEAS VISITORS

Overseas visitors are welcome to wear the formal National Dress of their country or Service Dress.

SERVING MILITARY PERSONNEL

Serving military personnel are welcome to wear Service Dress or equivalent.

PLEASE NOTE: In addition to the specific guidance in this brochure, fancy dress, novelty and branded / promotional clothing are not allowed on site.

Hat: Nerida Fraiman
Neridafraiman.com
£270

Jumpsuit: Emilia Wickstead
Emiliawickstead.com
£995

Shoes: Gina
Gina.com
£550

Bag: Marni
Fenwick.co.uk
£1,510



Favourbrook
Favourbrook.com

Jacket: £560

Trousers: £240

Turnbull & Asser
Turnbullandasser.co.uk

Shirt: £195

Tie: £125

Shoes: Kurt Geiger

Kurtgeiger.com

£129

Pocket Square: David Watson

davidwatson.uk

£45



She wears

Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£4,225

Dress: Ted Baker
tedbaker.com
£249

Shoes: Christian Louboutin
Christianlouboutin.com
£625

He wears

Hackett
Hackett.com

Suit: £650

Shirt: £95

Tie: Oscar Jacobson
Fenwick.co.uk
£75

Pocket Square: Gieves & Hawkes
Fenwick.co.uk
£55

Shoes: Paul Smith
Paulsmith.com
£295



Hat: Awon Golding
awongolding.com
£320

WtR
wtrlondon.com

Jacket: £390

Trousers: £270

Blouse: Escada
Escada.com
£706

Shoes: Gina
Gina.com
£550



Hat: Vivien Sheriff
viviensheriff.com
£1075

Dress: WtR
wtrlondon.com
£420

Shoes: Christian Louboutin
Christianlouboutin.com
£525

Bag: Kurt Geiger
Kurtgeiger.com
£189



Dunhill
Dunhill.com
Suit: £1,195

Paul Smith
Paulsmith.com
Shirt: £210
Tie: £95

Shoes: Ted Baker
Tedbaker.com
£120



VILLAGE ENCLOSURE

LADIES

Ladies within the Village Enclosure are encouraged to dress in a manner as befits a formal occasion and ladies are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless or sheer strap dresses and tops are not permitted. Please note our definition of strapless includes off the shoulder, bardot style and one shoulder dresses.
- Trouser suits and jumpsuits must be full-length and worn with a top that adheres to the guidelines above.
- Midriffs must be covered.
- Shorts are not permitted.

Please note, the Village Enclosure is largely an outdoor area and ladies should consider their hat size and choice of shoe accordingly. Smaller hats or fascinators and wedges are recommended in place of larger hats or stilettos.

GENTLEMEN

Gentlemen are required to wear a jacket, full-length trousers, collared shirt and tie.

- Jeans and trainers are not permitted.
- Bow ties and cravats are not permitted.
- Socks must also be worn and should cover the ankle.

OVERSEAS VISITORS

Overseas visitors are welcome to wear the formal National Dress of their country or Service Dress.

SERVING MILITARY PERSONNEL

Serving military personnel are welcome to wear Service Dress or equivalent.

PLEASE NOTE: In addition to the specific guidance in this brochure, fancy dress, novelty and branded / promotional clothing are not allowed on site.

Hat: Awon Golding
awongolding.com
£420

Dress: Mary Katrantzou
Marykatrantzou.com
£3,100

Shoes: Gina
Gina.com
£550

Bag: Tara Jarmon
tarajarmon.com
£215



Hat: Sarah Cant
Sarahcant.co.uk
£750

Roksanda
roksanda.com

Coat: £2,200

Trousers: £995

Shoes: Rupert Sanderson
Rupertsanderson.com
£425

Bag: Jimmy Choo
Jimmychoo.com
£675



Paul Smith
Paulsmith.com
Suit: £1,015
Shoes: £295

Oliver Spencer
Oliver Spencer.co.uk
Shirt: £140

Tie: dunhill
dunhill.com
£180

Pocket Square: Banvard & James
banvardandjames.com
£45



Hat: Bee Smith Millinery
Bee-smith.co.uk
£145

Dress: Zimmermann
Zimmermannwear.com
£2,500



Hat: Sarah Cant
Sarahcant.co.uk
£825

Mother of Pearl
Fenwick.co.uk
Top: £295
Trousers: £350



Richard James
richard-james.com
Suit: £845
Shirt: £195
Tie: £95
Pocket Square: £55

Shoes: Kurt Geiger
Kurtgeiger.com
£129



She wears
Hat: Harvy Santos
Harvysantos.com
£560

Markus Lupfer
Fenwick.co.uk
Dress: £759
Shoes: £295

He wears
Jacket: Casely-Hayford
Casely-hayford.com
£520

Hackett
Hackett.com
Shirt: £95
Trousers: £100

Tie: Charvet
charvet.com
£170

Pocket Square: Banvard & James
banvardandjames.com
£45

Shoes: Kurt Geiger
Kurtgeiger.com
£129



WINDSOR ENCLOSURE

Ladies and gentlemen within the Windsor Enclosure are requested to dress in a manner as befits a formal occasion. It is recommended that ladies wear smart attire with a hat or fascinator and gentlemen wear a jacket, shirt and long trousers.

PLEASE NOTE: In addition to the specific guidance in this brochure, fancy dress, novelty and branded / promotional clothing are not allowed on site.

Hat: Asos
Asos.com
£25

Suit: H&M
hm.com

Jacket: £59.99

Trousers: £49.99

Topshop

Topshop.com

Shoes: £49

Scarf: £25 from a selection

Bag: £26



River Island
Riverisland.com
Headband: £25
Shoes: £38

Dress: Ted Baker
Tedbaker.com
£239



H&M
hm.com

Jacket: £49.99

Trousers: £34.99

Shoes: £49.99

Shirt: River Island
Riverisland.com
£22

Tie: Favourbrook
Favourbrook.com
£85

Pocket Square: Turnbull & Asser
Turnbullandasser.co.uk
£65



Hat: Debut
Debenhams.com
£14

Dress: Asos
Asos.com
£40

Shoes: Kurt Geiger
Kurtgeiger.com
£149

Bag: River Island
Riverisland.com
£40



She wears
Fascinator: Coast
coast-stores.com
£89

Dress: River Island
Riverisland.com
£45

Shoes: Topshop
Topshp.com
£46

He wears
Reiss
Reiss.com
Jacket: £250
Shirt: £95
Trousers: £125

Shoes: Kurt Geiger
Kurtgeiger.com
£129

Pocket Square: Turnbull & Asser
Turnbullandasser.co.uk
£65



Hat: Harvy Santos
Harvysantos.com
£675

Karen Millen
Karenmillen.com
Dress: £245
Cullottes: £265

Bag: Tara Jarmon
Tarajarmon.com
£325

Shoes: Jimmy Choo
Jimmychoo.com
£495



River Island
Riverisland.com

Jacket: £85

Shirt: £18

Trousers: £40

Pocket Square: Turnbull & Asser

Turnbullandasser.co.uk

£65

Shoes: Ted Baker

Tedbaker.com

£120



River Island
Riverisland.com
Headband: £22
Shoes: £50
Bag: £35

Jumpsuit: Coast
coast-stores.com
£139





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ascot.co.uk