

ROYAL ASCOT

AT HOME

16th - 20th June 2020

#StyledWithThanks #RoyalAscot



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ASCOT RACECOURSE MAKES £100,000 CHARITY DONATION TO KICK START #STYLEDWITHTHANKS CAMPAIGN

Millinery and fashion worlds come together in support of The National Emergencies Trust Relief Fund, NHS Charities Together, The Care Workers Charity and the Berkshire Community Foundation.

Today, Ascot launches its #StyledWithThanks charity appeal with a £100,000 donation to be split between four frontline charities: The National Emergencies Trust Relief Fund, NHS Charities Together, The Care Workers Charity and the Berkshire Community Foundation Coronavirus Fund.

Royal Ascot 2020 (Tuesday 16th to Saturday 20th June) will take place behind closed doors for the first time in the event's history. However, racegoers will still be able to enjoy the racing action live on ITV and Sky Sports Racing and participate in what is traditionally recognised as the fashion event of the season.

Ascot is inviting fans across the globe to dress up as part of the racecourse's wider 'Royal Ascot At Home' campaign, and wear a hat – whether it is a ladies' hat or a men's top hat, panama, trilby or other racing hat – before sharing a photo on social media using the campaign hashtags #StyledWithThanks and #RoyalAscot.

Participants are being encouraged to donate £5 to the campaign fundraising page, share their outfit photo and tell their friends to do the same, helping to spread the #StyledWithThanks message in recognition of those working on the frontline of the global Covid-19 crisis.

Prizes will be given for the most Elegant, Original and Uplifting outfits across the week with a panel of fashion industry judges selecting the winners. Prizes include Royal Ascot 2021 tickets alongside a lunch for two at Jason Atherton's Pollen Street Social with a bottle of Moët & Chandon Grand Vintage, an Afternoon Tea and Tiara Experience for two at the House of Garrard's flagship boutique in London, and a Longines timepiece.

Photos posted using the campaign hashtags will be turned into a giant rainbow mosaic image tribute which will become a permanent installation at Ascot Racecourse.

Ascot has also invited British milliners to design and create a hat following a rainbow theme, in-line with the nation's adoption of the rainbow image.

In partnership with the British Hat Guild and the wider millinery world, the designs will be

auctioned online during Royal Ascot with all money raised being added to the fund.

Ascot is also partnering with several key British designers who will be sketching illustrations of their dream Royal Ascot outfits. These illustrations will be released in the run up to the event to inspire people at home when planning their #StyledWithThanks outfits.

There will be a dedicated hub on the Ascot website with all relevant Royal Ascot At Home information such as how to download virtual race programmes – in the same iconic format as the regular printed versions – recipe cards, quizzes, activity packs, archive video and imagery, and much more to keep everyone entertained across the week.

Guy Henderson, Chief Executive at Ascot Racecourse, commented:

“In this unique year, our thoughts are with those that have been affected by the Covid-19 pandemic and of course the NHS and key workers who are playing such a heroic role.

“We are marking this year’s Royal Meeting with our #StyledWithThanks initiative so that people can combine the enjoyment of participating in the event from their homes with their own thanks and contribution to the fundraising campaign.”

To be part of the #RoyalAscot #StyledWithThanks campaign and donate visit:

www.ascot.co.uk/styledwiththanks

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NOTES TO EDITORS

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 it 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, Her Majesty The Queen arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators. The Royal Enclosure as it’s known today was conceived in 1822 and is at the heart of the Royal Meeting. It is within this area that the most formal of Dress Codes apply.

The history of fashion at Royal Ascot – Key Dates:

Late 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 millinery 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.

2020 – Ascot launches #StyledWithThanks campaign in support of those affected by COVID-19.