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## KING GEORGE WEEKEND AT ASCOT RACECOURSE *'YOU BRING THE COLOUR'*

Friday 27<sup>th</sup> & Saturday 28<sup>th</sup> July 2018



This year, the King George Weekend at Ascot Racecourse combines world-class Flat racing with colourful installations and delightful entertainment. Transforming the racecourse's world-famous lawns to pay homage to the decades gone by since the meeting first took place in 1951.

On Friday 27<sup>th</sup> July and Saturday 28<sup>th</sup> July Ascot Racecourse invites racegoers to showcase their elegant summer style while giving the historic meeting's tagline 'You Bring the Colour' a nod.

### **Queen Anne Lawn – The 1950s Vintage Tea Lawn and Tea Tent**

The Queen Anne Lawn will represent the 1950s and showcases all that is associated with this heart-warming era. From vintage regalia and floral decorations to afternoon tea accompanied by a barber shop quartet. Put on a petticoat and a full skirt or colourful floral print dress with an exquisite hat to showcase 1950s glamour. For men, slim fitting suits and skinny ties will give a slick 1950s look.

### **The Stewards Lawn – The 1960s & 70s Festival Vibes at Ascot Stock**

The Stewards Lawn is the perfect place for a fun festival feel, representing the energetic 1960s and 70s when a new kind of fashion helped mark the arrival of the modern age. Racegoers will be entertained by themed stilt walkers and can capture the moment while enjoying a retro

cocktail in an iconic VW Beetle. Fall back in love with striking skirt suits and pillbox hats for this journey back in time.

### **The Pavilion Lawn – The 1980s & 90s – The Ascot Arcade**

The Pavilion Lawn represents the vibrant 1980s and 90s in the form of an arcade. Tables will be wrapped in bold clashing colours of famous 80s, 90s winning jockey silks while the interiors and games will embody the party era that saw pop culture really take off. Racegoers can enjoy arcade games, a retro DJ set, giant Ker Plunk, an interactive graffiti wall and Ascot's own silent disco. Get your chic bright flared trousers and bold geometric flowy dresses ready for an old skool party.

### **The Grandstand Lawn – The 00s & 10s – The Marquee Club**

The Grandstand Lawn will bring the decade theme right up to the present day; the noughties onwards are captured through a chilled club atmosphere, in a large stretch marquee decorated with bright geometric designs. The tent will be full of hanging terrariums accompanied by luxurious daybeds inviting guest to relax and unwind whilst watching the aerial artists and enjoying the first-class Flat racing. Wear a bright patterned summer dress or classic jumpsuit with a beautiful hat to reflect modern day summer style.

### **The Bandstand Lawn Celebrates The best of British**

Renowned for singing around the Bandstand after racing each day of Royal Ascot, this famous lawn will be celebrating the very best of British for this year's King George Weekend. Union Jacks will be plentiful, draped from all points across the area to celebrate this colourful weekend. Flowers will be resplendent in red, white and blue as the Bandstand comes to life with live music performances throughout the day. Food will take a Best of British theme with classics such as afternoon tea, fish & chips and cheese on toast.

Tickets start from £28 when booked in advance with entry to The Marquee Club available for £53 including Queen Anne Enclosure admission.

For further information and to book visit - [www.ascot.co.uk/horse-races-and-events/king-george-vi-weekend](http://www.ascot.co.uk/horse-races-and-events/king-george-vi-weekend)

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### **NOTES TO EDITOR**

The King George Weekend celebrates the best of British summertime and is one of Ascot's most prestigious race meetings outside of the Royal Meeting in June.

## **The history of fashion at Royal Ascot – key dates:**

**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 introduces Style Guides for the Village and Windsor Enclosures.