



ASCOT RACECOURSE AND KAREN MILLEN RENEW RELATIONSHIP FOR SS19 COLLECTION

15th January 2019

Ascot Racecourse has renewed its global relationship with premium British ladies fashion retailer Karen Millen to launch a SS19 occasionwear collection, in a deal brokered by IMG. This follows the success of the brands' inaugural co-branded collection launched for SS18, which sold-out in many territories across the world.

Inspired by Ascot Racecourse's flagship race meeting, Royal Ascot, the SS19 collection will feature all new designs, shapes and colours, created for the 2019 summer racing season and social calendar. The pieces will once again be marked for the Royal Enclosure or the Queen Anne or Village Enclosures, in line with Royal Ascot's dress code and style guide.

The line will be available from Karen Millen's UK, international and online stores, as well as in high-end department stores. Select pieces will also be showcased and sold on-site at Royal Ascot in the flagship Ascot Shop store, managed by IMG.

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, said:

"We are really excited to be working with Karen Millen once again and look forward to launching our second range together. The product offering has been enhanced and there will be more styles available in the 2019 collection. Fashion and style are an important part of the Royal Ascot experience and we hope the new collection will inspire our racegoers, whichever enclosure they are visiting."

Dr Beth Butterwick, CEO at Karen Millen, said:

“We are thrilled to announce our second consecutive collaboration with Ascot Racecourse. After an exciting introduction for 2018, we have extended the product offering and variation of styles. The success of the partnership is built on a mutual understanding of the importance of quality and luxury, our Atelier ethos is at the core of the brand and we see Ascot Racecourse as the perfect partner to bring our summer occasionwear to life.”

Tim Smith, Senior Licensing Director, IMG, added:

“We were delighted with the international success and popularity of the inaugural Royal Ascot x Karen Millen collection. Each individual piece perfectly captured the stylish, elegant and fun spirit of a raceday at Ascot. The SS19 collection promises to be an even bigger hit with new designs, shapes and colours ideal for any big occasion next summer.”

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About Ascot Racecourse

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 0844 346 3000.

About Karen Millen

Women across the world today are strong, complex and dynamic. This is reflected in their need for clothes and accessories that make them feel their best – whether at home with family, at work with colleagues or out with friends.

Inspired by couture, Karen Millen’s mission is to create distinctive style-led pieces that resonate with women of all ages and imbue confidence in the wearer. Beautiful to the eye, sensual to the touch, flattering in their fit.

Unapologetic in our femininity and sassy in our attitude, we are prepared to take risks and deliver fashion with self-assurance.

We are a global brand for a modern global woman.

About IMG

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

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