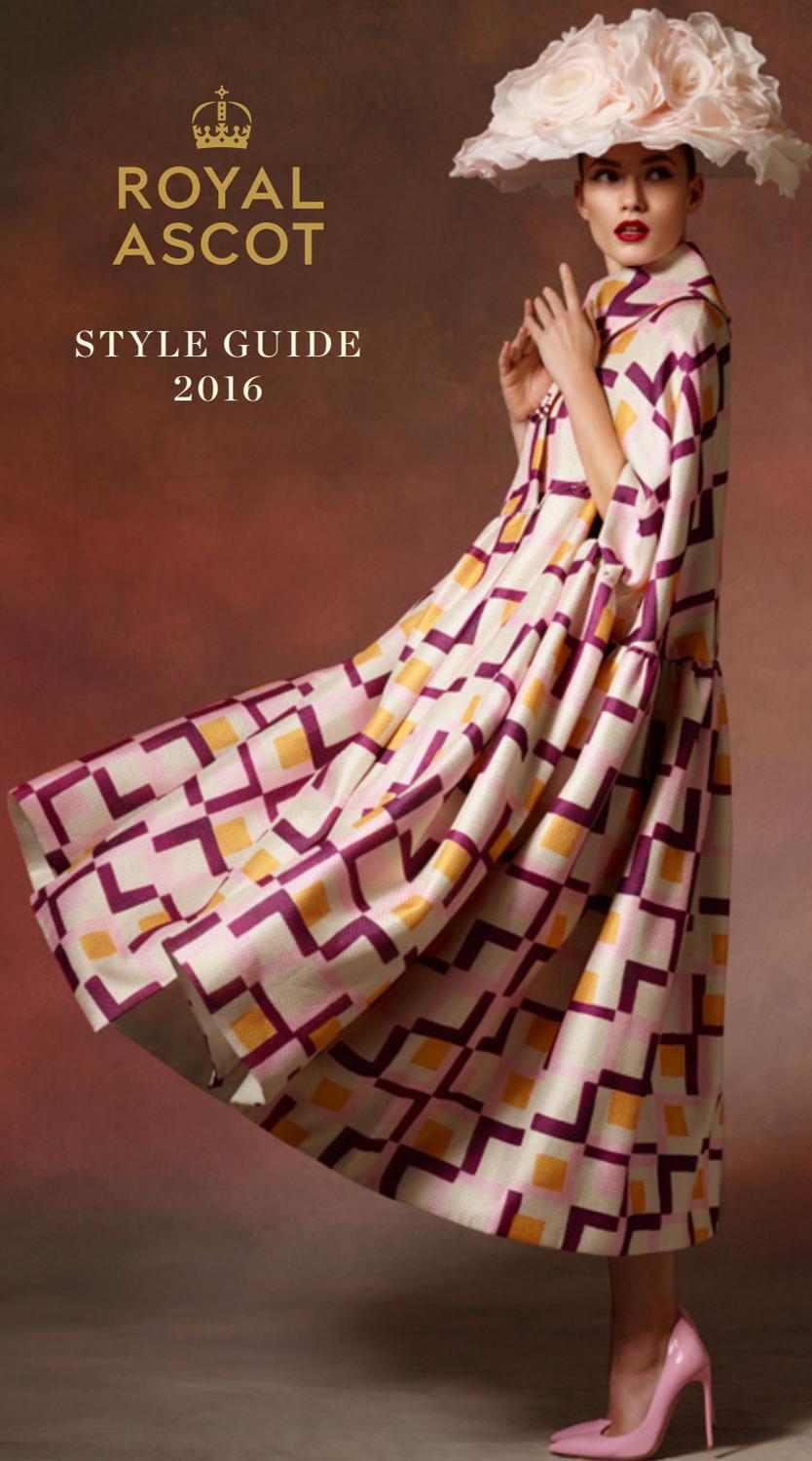




# ROYAL ASCOT

STYLE GUIDE  
2016





# WELCOME TO ROYAL ASCOT

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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 new looks for 2016, put together to guide and inspire you with what to wear at Royal Ascot in June.

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 past and present that make the Royal Meeting such a unique and truly remarkable occasion visit [ascot.co.uk](http://ascot.co.uk), [#RoyalAscot](https://twitter.com/RoyalAscot).

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**Hat:** Philip Treacy  
Available at Fenwick  
£3,900

**Dress:** Emilia Wickstead  
[emiliawickstead.com](http://emiliawickstead.com)  
£1,990

**Shoes:** Gianvito Rossi  
Available at Fenwick  
£486

**Necklace/brooch:**  
Garrard  
[garrard.com](http://garrard.com)  
*Price on Application*

# 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 and of matching material and colour.
- 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, halter neck 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).

## 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

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](http://oliverbrown.org.uk).

## CHILDREN

(Admitted on 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: Hetherington Hats  
020 7730 2948  
Price on Application

Favourbrook  
[favourbrook.com](http://favourbrook.com)  
Coat: £640  
Waistcoat: £250  
Trousers: £230  
Shirt: £90  
Tie: £65  
Pocket square: £25

Shoes: Ludwig Reiter  
[ludwig-reiter.com](http://ludwig-reiter.com)  
£529



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**Hat:** Edwina Ibbotson  
edwinaibbotson.co.uk  
£860

Hugo Boss  
Curated by Hugo Boss,  
Official Style Guide Supporter  
hugoboss.com/uk  
**Coat:** £450  
**Shoes:** £565



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She wears  
**Hat:** Harvy Santos  
Available at Fenwick  
£915

Suzannah  
suzannah.com  
**Coat:** £1,600  
**Top:** £650  
**Skirt:** £650

**Shoes:** Tara Jarmon  
tarajarmon.com  
£265

**Bag:** Kate Spade  
Available at Fenwick  
£270

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He wears  
Moss Bros  
**Three piece suit:** £499  
**Shirt:** £25  
**Tie:** £30  
**Pocket square:** £7.50

**Hat:** Hetherington Hats  
020 7730 2948  
*Price on Application*

**Shoes:** Ludwig Reiter  
ludwig-reiter.com  
£529



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**Hat:** Hetherington Hats  
020 7730 2948  
*Price on Application*

Gieves and Hawkes  
Available at Fenwick  
**Coat:** £600  
**Waistcoat:** £195  
**Trousers:** £200  
**Shirt:** £145  
**Tie:** £95

**Shoes:** Ludwig Reiter  
ludwig-reiter.com  
£529



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**Hat:** Philip Treacy  
Available at Fenwick  
£7,350

**Dress:** Erdem  
erdem.com  
£3,920

**Shoes:** Aquazzura  
aquazzura.com  
£500

**Bag:** Roger Vivier  
rogervivier.com  
£1,150



**Hat:** Edwina Ibbotson  
edwinaibbotson.co.uk  
£1,750

**Erdem**  
erdem.com  
**Coat:** £4,900  
**Shirt:** £795

**Alexander McQueen**  
alexandermcqueen.com  
**Blazer:** £1,165  
**Trousers:** £495

**Shoes:** Christian Louboutin  
christianlouboutin.com  
£425

**Bag:** Marzook  
marzook.com  
£2,540

## QUEEN ANNE ENCLOSURE

### LADIES

Ladies within the main Queen Anne Enclosure area 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.
- Trousers 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 suit with a shirt and tie.

### CHILDREN

Girls (aged 17 and under) should be dressed for a formal occasion. Smart summer dresses are suggested. Hats, headpieces or a fascinator may be worn but are not compulsory.

Boys (aged 13-16) should wear a suit or jacket with a shirt and a tie. Younger boys (aged 12 or under) should be dressed smartly but are not required to wear a jacket or tie.

### GENERAL

Ascot Racecourse recognises that there may be instances where a degree of discretion is required in determining compliance with our dress code within the Queen Anne Enclosure. In such instances, reasonable judgement will be exercised.

Guests within Queen Anne Enclosure are welcome to follow the Royal Enclosure dress code available at [ascot.co.uk](http://ascot.co.uk).

## WINDSOR ENCLOSURE

Whilst we encourage racegoers to wear smart clothes, no formal dress code applies in the Windsor Enclosure except that replica sports shirts are not permitted.

## ALL ENCLOSURES

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



Hugo Boss  
Curated by Hugo Boss,  
Official Style Guide Supporter  
[hugoboss.com/uk](http://hugoboss.com/uk)  
Suit: £530  
Shirt: £139  
Tie: £65  
Pocket square: £85  
Shoes: £270



Hat: Edwina Ibbotson  
[edwinaibbotson.co.uk](http://edwinaibbotson.co.uk)  
£1,920  
Jumpsuit: Sportmax  
Available at Fenwick  
£595  
Red Valentino  
[redvalentino.com](http://redvalentino.com)  
Shoes: £295  
Bag: £460

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Paul Smith  
Available at Fenwick  
Suit: £985  
Shirt: £139

Shoes: John Lobb  
johnlobb.com  
£970

Tie: Marwood  
Available at Fenwick  
£120

Watch: Longines  
longines.com  
£5,740



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Hat: Francesco Ballestrazzi  
francescoballestrazzi.com  
£380

Ted Baker  
TedBaker.com  
Coat: £269  
Dress: £199

Shoes: Christian Louboutin  
christianlouboutin.com  
£1,395

Bag: Dior  
dior.com  
£4,400



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She wears  
**Hat:** Harvy Santos  
Available at Fenwick  
£1,002

**Dress:** Zimmermann  
us.zimmermannwear.com  
£785

**Shoes:** Casadei  
casadei.com  
£400

**Bag:** Karen Millen  
karenmillen.com  
£110

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He wears  
**Tommy Hilfiger**  
tommyhilfiger.com  
**Suit:** £400  
**Shirt:** £75

**Shoes:** Crockett &  
Jones  
crockettandjones.com  
£390

**Drake's:**  
drakes.com  
**Tie:** £125  
**Pocket square:** £60



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**Hat:** Stephen Jones  
Available at Fenwick  
£750

**Dress:** Kate Spade  
Available at Fenwick  
£378

**Shoes:** Salvatore Ferragamo  
Available at Fenwick  
£225





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**Hat:** Piers Atkinson  
Available at Fenwick  
£455

Karen Millen  
karenmillen.com  
**Waistcoat:** £250  
**Jumpsuit:** £250

**Shoes:** Gianvito Rossi  
Available at Fenwick  
£445

**Bag:** Nasha  
valerydemure.com  
£570

Ascot Racecourse  
would like to thank our two  
Official Style Guide Supporters

*Fenwick*

OFFICIAL ROYAL ASCOT  
STYLE GUIDE SUPPORTER

**BOSS**  
HUGO BOSS

OFFICIAL ROYAL ASCOT  
STYLE GUIDE SUPPORTER

Ascot Racecourse  
Ascot, Berkshire, SL5 7JX  
+44 (0)844 346 3000  
[ascot.co.uk](http://ascot.co.uk)