



ROYAL ASCOT

STYLE GUIDE
2015



WELCOME TO ROYAL ASCOT

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 2015, put together to guide and inspire you what to wear at the Royal Meeting.

Our dress code is traditional, tied up in 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, #LikeNowhereElse.

FRONT COVER

Hat: Philip Treacy £1,232

Jacket, Dress, Shoes & Bag:

all Dolce & Gabbana - price on request

Watch: Longines

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 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 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.

CHILDREN

(Admitted on Friday and Saturday only)

Girls (aged 10-16) 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 10-16) 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: Philip Treacy £1,300
Dress, Shoes, Bag: all Dolce & Gabbana - price on request
Watch: Longines

Top Hat: Hetherington Hats
Coat: £3,655
Waistcoat: £780
Trousers: £1,257
Bespoke Shirt: from £295
All Dunhill
Watch: Longines



Hat: William Chambers £765
Antonio Berardi
Top: £1,250
Skirt: £2,550
Shoes: Rupert Sanderson £825
Watch: Longines



Hat: Philip Treacy £1,812
Top: £370
Skirt: £595
Belt: Roland Mouret £265
Shoes: Christian Louboutin
£425
Watch: Longines



Top Hat: £20
3 Piece Suit & Shirt: £155
Shoes: £20
Plus £8.50 peace of mind
assurance. All from Moss Hire





GRANDSTAND

LADIES

Ladies within the main Grandstand Admission 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 10-16) 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.

SILVER RING

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

GENERAL

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

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

Guests within Grandstand Admission are welcome to follow the Royal Enclosure dress code available at ascot.co.uk.

Bow headdress:
William Chambers £195
Dress: Self Portrait £270
Shoes: Rupert Sanderson £635



Suit: £2,790
Dress Shirt: £330
Silk Tie: £125
Silk Pochette: £60
All dunhill



Hat: Miche Dolce £300
Dress: Markus Lupfer £665
Shoes: Ursula Mascaro £319
Watch: Longines



Hat: Keely Hunter
Top: Sophia Kah £450
Skirt: Vilshenko @ Fenwicks £506
Bag: Christian Louboutin £1105
Shoes: Kurt Geiger £270
Watch: Longines



Hat: Piers Atkinson £320
Dress: Eudon Choi @ Fenwicks £425
Shoes: Christian Louboutin £575



Hat: Stephen Jones £525
Suit: Joseph @ Fenwicks
Trousers: £225
Jacket: £465





INSIDE BACK COVER

Beau Brummell

Perhaps Britain's first fashion icon, his sense of style is still reflected in Royal Ascot fashions today.

For more Royal Ascot stories visit ascot.co.uk #LikeNowhereElse.

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ascot.co.uk