



STYLE GUIDE 2020

THE
ROYAL ASCOT
STYLE GUIDE

IN ASSOCIATION WITH



Cunard and Royal Ascot share a passion for unforgettable moments that exude style.

Sail with Cunard to be welcomed into a world of unique experiences – a world away from anything else at sea. Bask in the peace and tranquillity aboard our fleet; Queen Victoria, Queen Elizabeth and Queen Mary 2, as you drift between towering Norwegian Fjords, catch first sight of sparkling Alaskan glaciers or feel the breeze under a mid-Atlantic sky heading for New York on our iconic Transatlantic Crossing.

When not exploring new shores, the Cunard on board experience is built on fine dining, hand selected entertainment and outstanding service. From the sophistication of a masquerade ball to the intimacy of a shared moment on deck, the stage is set for you to create your own memories at sea.

Dressing elegantly for the evening is one of the great pleasures of a Cunard holiday - your elegant attire will effortlessly translate from racecourse to evening cocktails aboard – we look forward to welcoming you soon.

Visit [cunard.com](https://www.cunard.com)

Royal Ascot is synonymous with sartorial elegance.

This is upheld by its Dress Code, which guests are invited to embrace with their own individual style and thus contribute to an occasion heralded internationally as a major fashion event. To advise and inspire guests with what to wear to the Royal Meeting this June, we have partnered with Cunard - for the third year - to bring you the Royal Ascot Style Guide 2020.

The Royal Ascot 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.

Ascot continues to recognise key trends in the ever-evolving world of fashion and in 2020, the Royal Enclosure Style Guide features British brands, paying homage to the incredible talent and style found across the nation. Sustainable fashion can be found throughout the Style Guide, from clothing brands putting ethical and green values at the very heart of their business to reselling sites that are changing the landscape of sustainable style and breathing new life into the pre-loved sector.

Textures and block colours are some of the key trends for the coming spring/summer season with innovative millinery remaining the crowning accessory for the Royal Meeting. For gentlemen, classic tailoring, light summer suits and playful ties come to the forefront of formal wear.

For further information about Royal Ascot, our official Dress Code and the stories that make the Royal Meeting a world like nowhere else, please visit ascot.co.uk.

ROYAL ENCLOSURE DRESS CODE

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. Strapless, off the shoulder, halter neck and spaghetti straps are not permitted. Dresses and tops with sheer straps and sleeves are also not permitted.
- Jackets and pashminas may be worn. Tops and dresses underneath should still comply with the Royal Enclosure Dress Code. Midriiffs must be covered.
- Trouser suits are welcome. They should be of full-length to the ankle and of matching material and colour.
- Jumpsuits are welcome. They should fall below the knee, with regulations matching that for dresses and tops.
- 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. Fascinators are not permitted.

GIRLS

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.

GENTLEMEN

Gentlemen are kindly reminded that it is a requirement to wear black, grey or navy morning dress which must include:

- A waistcoat and tie (no cravats or bow ties)
- A black or grey top hat
- Black shoes worn with socks

A gentleman may remove his top hat within a restaurant, a Private Box, a private club or a facility's terrace, balcony or garden. Hats may also be removed within any enclosed external seating area within the Royal Enclosure Gardens.

The customisation of top hats (with, for example, coloured ribbons or bands) is not permitted in the Royal Enclosure.

Novelty waistcoats and ties are not permitted. Discreet patterns and those of a patriotic nature (for example, a national flag) are acceptable.

Top hats by Oliver Brown are available at 75 Lower Sloane Street, London, SW1W 8DA oliverbrown.org.uk.

BOYS

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 and tie.

PLEASE NOTE

In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.

Hat: Jane Taylor London
janetaylorlondon.com
£716

Dress: Roland Mouret
rolandmouret.com
£1895

Shoes: Manolo Blahnik
manoloblahnik.com
£825

Emerald and diamond ring: Garrard
garrard.com
POA





Oliver Brown
oliverbrown.org.uk
Top hat: from £600
Shirt: £65
 Favourbrook
favourbrook.com
Navy morning coat: £690
Waistcoat: £220
Trousers: £240
Tie: £125
Pocket square:
 Richard James
richard-james.com
 £55
Shoes: Fairfax + Favor
fairfaxandfavor.com
 £225
Watch: Longines
longines.co.uk
 £1,240



Oliver Brown
oliverbrown.org.uk
Top hat: from £600
Shirt: £65
Waistcoat: £250
 Gieves and Hawkes
gievesandhawkes.com
Morning coat: £695
Trousers: £225
Cufflinks: TM Lewin
tmlewin.co.uk
 £59.95
Tie: Favourbrook
favourbrook.com
 £125
Pocket square:
 Richard James
richard-james.com
 £55
Shoes: Fairfax + Favor
fairfaxandfavor.com
 £215



Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£3,500

Dress: Suzannah
suzannah.com
£1,850

Bag: Aspinal of London
aspinaloflondon.com
£450

Shoes: Jennifer Chamandi
jenniferchamandi.com
£550

@PRUEWHITE - STYLIST

"I love it when people have fun with their outfit. Yes, there are rules to adhere to when dressing for Royal Ascot, but that doesn't mean you should be sombre in your outfit choice. Colour is most definitely the order of the day"



Hat: Philip Treacy
philliptreacy.co.uk
£3,420

Dress: Solace London
selfridges.com
£590

Shoes: Manolo Blahnik
manoloblahnik.com
£775



Hat: Lock & Co. Couture
by Awon Golding
lockhatters.co.uk
£950

Three-piece trouser suit:
The Deck
thedecklondon.com
£2,300

Shoes: Aquazzura
aquazzura.com
£440

Watch: Longines
longines.co.uk
£990



@CARLAGULER – PHOTOGRAPHER

*“Royal Ascot is one of those events where you can be creative
with millinery and join in the fun!”*



QUEEN ANNE ENCLOSURE DRESS CODE

LADIES

Ladies within the Queen Anne Enclosure are required to dress in a manner as befits a formal occasion and are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless dresses and tops are not permitted. Please note our definition of strapless necklines includes off-the shoulder, Bardot and one shoulder. Dresses and tops with sheer straps and sleeves are also not permitted.
- Trouser suits must be full-length, and jumpsuits should fall below the knee. Both must adhere to the neckline regulations above.
- Midriffs must be covered.
- Shorts are not permitted.

GIRLS

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

GENTLEMEN

Gentlemen are required to wear a full-length suit with a collared shirt and tie, and kindly asked to take note of the following:

- Jackets and trousers should be of matching colour and pattern.
- A tie should be worn at all times. Bow ties and cravats are not permitted.
- Socks must be worn and should cover the ankle.
- Jeans, chinos and trainers are not permitted.

BOYS

Boys aged 10-17 should wear a suit or jacket with a shirt and tie. Younger boys aged nine and under should be dressed smartly but are not required to wear a jacket or tie.

PLEASE NOTE

In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.



Hat: Lock & Co. Couture
by Awon Golding
lockhatters.co.uk
£850

Dress: Huishan Zhang,
huishanzhang.com
£1,750

Bag: 0711 Tbilisi
farfetch.com
£310

Shoes: Rupert Sanderson
rupertsanderson.com
£495



Suit: BOSS
boss.com
£399

Shirt: Richard James
richard-james.com
£135

**Royal Ascot tie
and pocket square set:**
TM Lewin
tmlwin.co.uk
£49.95

Shoes: Manolo Blahnik
manoloblahnik.com
£645



Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£3,420

Dress: Temperley London
temperleylondon.com
£1,995

Shoes: Manolo Blahnik
manoloblahnik.com
£825



Ted Baker
tedbaker.com
Blazer: £249
Trousers: £99

Shirt: Oliver Brown
oliverbrown.org.uk
£65

**Royal Ascot tie
and pocket square set:**
TM Lewin
tmlwin.co.uk
£49.95

Shoes: Fairfax + Favor
fairfaxandfavor.com
£215

Hat: Lock & Co. Couture
by Awon Golding
lockhatters.co.uk
£675

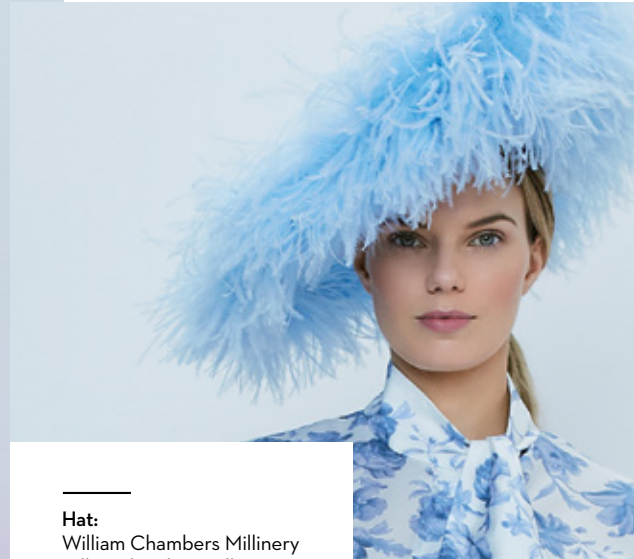
Dress: Alessandra Rich
matchesfashion.com
£1,440

Shoes: Rupert Sanderson
rupertsanderson.com
£475



@DESMONDINO – HAIR STYLIST & MAKE-UP ARTIST

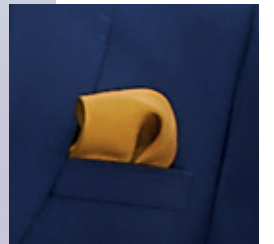
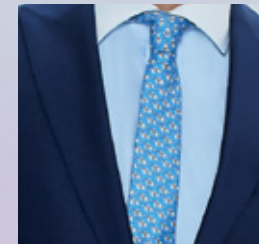
“For larger hats, wear hair slicked into a low bun or waved ponytail – backcomb the sides of the head if volume is needed. Use minimal product in the hair and ensure the hair is dry, as damp hair and product does not work well under a hat, especially if it’s likely to be removed at some point!”



Hat:
William Chambers Millinery
williamchambersmillinery.com
£785
Mother of Pearl
motherofpearl.co.uk
Shirt: £325
Skirt: £350
Shoes: Hobbs
hobbs.com
£139



TM Lewin
tmlewin.co.uk
Three-piece suit: £429
Shirt: £59.95
Royal Ascot tie and pocket square set: £49.95
Shoes:
Russell and Bromley
russellandbromley.co.uk
£295





Hat:
Ana Bella Millinery
anabellamillinery.co.uk
£280

Dress:
Christopher Kane
christopherkane.com
£1,495

Shoes: Kalda
kalda.com
£270



Hackett
hackett.com/gb
Suit: £925
Waistcoat: £235
Shirt: £145
Tie: £110

Shoes: Russell and Bromley
russellandbromley.co.uk
£275



Hat: Rachel Trevor-Morgan
racheltrevormorgan.com
£845

Mary Katrantzou
marykatrantzou.com

Suit jacket: £1,880

Trousers: £1,180

Shoes: Emmy London
emmylondon.com
£395

VILLAGE ENCLOSURE DRESS CODE

LADIES

Ladies within the Village Enclosure are required to dress in a manner as befits a formal occasion and are kindly asked to take note of the following:

- A hat, headpiece or fascinator should be worn at all times.
- Strapless dresses and tops are not permitted. Please note our definition of strapless necklines including off-the shoulder, Bardot and one shoulder. Dresses and tops with sheer straps and sleeves are also not permitted.
- Trouser suits must be full-length, and jumpsuits should fall below the knee. Both must adhere to the neckline regulations above.
- Midriffs must be covered.
- Shorts are not permitted.

GIRLS

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

Please note, the Village Enclosure is a grassed and open area and ladies should consider their hat size and shoes accordingly. Smaller hats or fascinators and wedges or block heels are recommended in place of large headwear or stilettos.

GENTLEMEN

Gentlemen are required to wear a full-length suit with a collared shirt and tie, and kindly asked to take note of the following:

- A tie should be worn at all times. Bow ties or cravats may also be worn in the Village Enclosure.
- Socks must be worn and should cover the ankle.
- Jeans and trainers are not permitted.

BOYS

Boys aged 10-17 should wear a suit or jacket with a shirt and tie. Younger boys aged nine and under should be dressed smartly but are not required to wear a jacket or tie.

PLEASE NOTE

In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.



Hat: Camilla Rose
camillarose.co.uk
£395

Dress: Andrew GN
andrewgn.com
POA

Shoes:
Russell and Bromley
russellandbromley.co.uk
£245



Jacket:
(part of a suit) Richard James
richard-james.com
£1,095
Hackett
hackett.com/gb
Shirt: £145
Trousers: £175
Tie: Favourbrook
favourbrook.com
£125
Socks: The London Sock Company
londonsockcompany.com
£12
Shoes: Boss
boss.com
£449

Hat:
Julian Garner
juliangarner.com
£505
Dress:
Batsheva at
Matches Fashion
matchesfashion.com
£390
Shoes:
Rupert Sanderson
rupertsanderson.com
£495

@PRUEWHITE - STYLIST

“Whilst summer classics such as pastels and florals are always beautiful at Royal Ascot, don’t be afraid to play with metallics and day sequins to really give your Royal Ascot outfit that little something extra for SS20”





Hat: Beverly Edmondson
beverleyedmondsonmillinery.co.uk
£185

Dress: Zimmermann
zimmermannwear.com/uk
£3,400

Shoes: Malone Souliers
shopbop.com
£475

Bag: Balenciaga, available
on a monthly rental
subscription at cocoon.club
£99 a month



Hat:
Philip Treacy
philiptreacy.co.uk
£2,790

Dress:
Roksanda
roksanda.com
POA

Shoes:
LK Bennett
lkbennett.com
£195

WINDSOR ENCLOSURE DRESS CODE

Whilst there is no official Dress Code for the Windsor Enclosure, ladies and gentlemen are encouraged to dress in smart daywear. It is recommended that ladies wear smart attire with a hat or fascinator and gentlemen wear a jacket, collared shirt and full-length trousers.

PLEASE NOTE

In addition to the specific guidance of the Dress Code, fancy dress, novelty and branded or promotional clothing is not permitted on site.

ALL ENCLOSURES

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:
Debenhams
debenhams.com
£150

River Island
riverisland.com
Blazer: £65
Waistcoat: £45
Shorts: £36
Shoes:
Boden
boden.com
£110





@DESMONDINO – HAIR STYLIST & MAKE-UP ARTIST
“More voluminous hair or loose waves always looks elegant. You can even try a lovely voluminous chignon. Carry a comb or small brush, a few hairpins and a mini hairspray for touch-ups”

Headband:
Boden
boden.com
£15

Dress:
Reformation, Hurr Collective
hurrcollective.com
£61 for one week's rental

Shoes: Sandro
uk.sandro-paris.com
£239



Reiss
reiss.com
Blazer: £275
Shirt: £85
Trousers: £125
Shoes: £175



Hat:
 Debenhams
 debenhams.com
 £90
 Ted Baker
 tedbaker.com
Top: £79
Skirt: £119
 Hobbs
 hobbs.com
Belt: £69
Shoes: £139



Hat:
 Christys'
 christys-hats.com
 £225
 Hammond & Co
 debenhams.com
Blazer: £120
Waistcoat: £45
Trousers: £45
Shirt:
 Debenhams
 debenhams.com
 £32
Shoes:
 Manolo Blahnik
 manoloblahnik.com
 £650
Pocket square:
 TM Lewin
 tmlewin.co.uk
 £25

Hat: Boden
boden.com
£40

Dress:
Twenty Seven Names
twentysevendresses.co.nz
£275

Shoes: Kalda
kalda.com
£290

Bag: Radley
radley.co.uk
£159



@PRUEWHITE - STYLIST

“There is a lot of trial and error when it comes to choosing hats. The more you try on, the easier it becomes to spot what works for you, and the more confidence you will gain to go big and bold on the day. Angular faces tend to suit most hat shapes, but rounder faces are better balanced out by sharper angles and wide brims – avoid the smaller hats that hug the head”



For more
information
on what to wear
to Royal Ascot
please visit
ascot.co.uk/whattowear

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ascot.co.uk