



ROYAL
ASCOT

STYLE
GUIDE
2017



A WORLD LIKE NOWHERE ELSE

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 2017, put together to guide and inspire you with what to wear at Royal Ascot in June.

As part of this year's Style Guide, Royal Ascot officially welcomes the jumpsuit as an acceptable item of clothing for the Royal Enclosure. Harking back to the introduction of the trouser suit in 1971, Ascot continues to recognise key trends in occasionwear for its fashionable customers.

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 a world like nowhere else visit ascot.co.uk, [#RoyalAscot](https://twitter.com/RoyalAscot).

Front

Hat: Edwina Ibbotson
edwinaibbotson.co.uk
£1,460

Dress: Roksanda
roksanda.com
£995

Shoes: Reiss
reiss.com
£140

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.
- Jumpsuits are welcome. They should be of full-length to the ankle, with regulations matching that for dresses.
- 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.

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: Noel Stewart
noelstewart.com
£1,800

Dress: Valentino
valentino.com
£4,340

Christian Louboutin
christianlouboutin.com
Shoes: £495
Bag: £1,195



Oliver Brown
oliverbrown.org.uk
Hat: from £500
Coat: £475
Waistcoat: £135
Shirt: £65
Trousers: £225
Tie: £35

Watch: Longines
longines.com
£4,190

Shoes: Ludwig Reiter
ludwig-reiter.com
£549



Hat: Harvy Santos
harvysantos.com
£1,100 made to order

Dress: Suzannah
suzannah.com
£2,850

Shoes: Casadei
casadei.com
£745

Earrings: Garrard
garrard.com
£8,000

Clutch: Sophia Webster
sophiawebster.com
£350



Oliver Brown
oliverbrown.org.uk
Hat: from £500
Waistcoat: £135

Dunhill
dunhill.com
Suit: bespoke, price on request
Shirt: £160
Shoes: £890
Tie: Favourbrook
favourbrook.com
£85



Hat: Awon Golding
awongolding.com
£1,800

Antonio Berardi
antonioberardi.com
Jacket: £1,170
Trousers: £596

Top: BOSS
hugoboss.com
£179

Shoes: Kurt Geiger
kurtgeiger.com
£140

Clutch: Elena Ghisellini
harveynichols.com
£1,895



Hat: Sarah Cant
sarahcant.co.uk
£650

Jumpsuit: Emilia Wickstead
net-a-porter.com
£990

Shoes: Sophia Webster
sophiawebster.com
£395

New for 2017, Jumpsuits are welcome in the Royal Enclosure. They should be full-length to the ankle with regulations matching that for dresses; straps must be of one inch or greater and strapless, off the shoulder, halter neck and spaghetti strap styles are not permitted.



Hat: Emily London
emily-london.com
£1,125

BOSS
hugoboss.com

Coat: £430

Dress: £400

Shoes: £365

Bag: £895

She wears
Hat: Jess Collett
jesscollettmilliner.com
Stocked exclusively at Fenwick
£495

Escada
uk.escada.com
Jacket: £735
Trousers: £355

Top: BOSS
hugoboss.com
£179

Jimmy Choo
jimmychoo.com
Shoes: £425
Bag: £475

He wears
Oliver Brown
oliverbrown.org.uk
from £500

Favourbrook
favourbrook.com
Coat: £690
Waistcoat: £150
Trousers: £240

Shirt: Ted Baker
tedbaker.com
£89

Tie: Reiss
reiss.com
£40

Shoes:
Crockett & Jones
crockettandjones.com
£385



QUEEN ANNE ENCLOSURE & VILLAGE ENCLOSURE

LADIES

Ladies within the main Queen Anne Enclosure and Village Enclosure areas 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.
- Trouser suits and jumpsuits 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.

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.

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 and Village Enclosures. In such instances, reasonable judgement will be exercised.

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

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.

She wears
Hat: Awon Golding
awongolding.com
£595

BOSS
hugoboss.com
Jumpsuit: £450
Shoes: £340

He wears
BOSS
hugoboss.com
Suit: £580
Shirt: £109
Tie: £125
Shoes: £450



Hat: Jess Collett
jesscollettmilliner.com
£980

Dress: Coast
coast-stores.com
£229

Shoes: Rupert Sanderson
rupertsanderson.com
£425

Clutch: Paula Cademartori
Harrods
£1,026



Reiss
reiss.com

Jacket: £295
Trousers: £135
Tie: £40

Shirt: Ted Baker
tedbaker.com
£89

Shoes: Kurt Geiger
kurtgeiger.com
£89



Hat: Jess Collett
jesscollettmilliner.com
£650

Ted Baker
tedbaker.com
Coat: £275
Bag: £109

Dress: Reiss
reiss.com
£265

Shoes: Tabitha Simmons
tabithasimmons.com
£695



BOSS
hugoboss.com
Suit: £600
Shirt: £109
Tie: £65
Shoes: £450



Hat: Stephen Jones Millinery
stephenjonesmillinery.com
£405

Dress: Luisa Beccaria
matchesfashion.com
price on request

Shoes: Tabitha Simmons
tabithasimmons.com
£595



Hat: Merve Bayindir
mervebayindir.com
£1,300

Dress: La Mania
lamania.eu
£850

Clutch: Elena Ghisellini
harveynichols.com
£515

Shoes: Roger Vivier
rogervivier.com
£545



Beau Brummell dictated the dress for men in the Royal Enclosure at the turn of the 19th century. His sense of style is still reflected in Royal Ascot fashions to this day. He was fond of cleaning his shoes with Champagne. For more Ascot stories visit ascot.co.uk.



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

Fenwick

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