

  
ROYAL  
ASCOT

# STYLE GUIDE 2020

THE  
ROYAL ASCOT  
STYLE GUIDE

IN ASSOCIATION WITH

  
**CUNARD**



## 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.

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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.

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## 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](http://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. Midriffs must be covered.
- Trousersuits 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](http://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](http://janetaylorlondon.com)  
£716

**Dress:** Roland Mouret  
[rolandmouret.com](http://rolandmouret.com)  
£1895

**Shoes:** Manolo Blahnik  
[manoloblahnik.com](http://manoloblahnik.com)  
£825

**Emerald and diamond ring:** Garrard  
[garrard.com](http://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



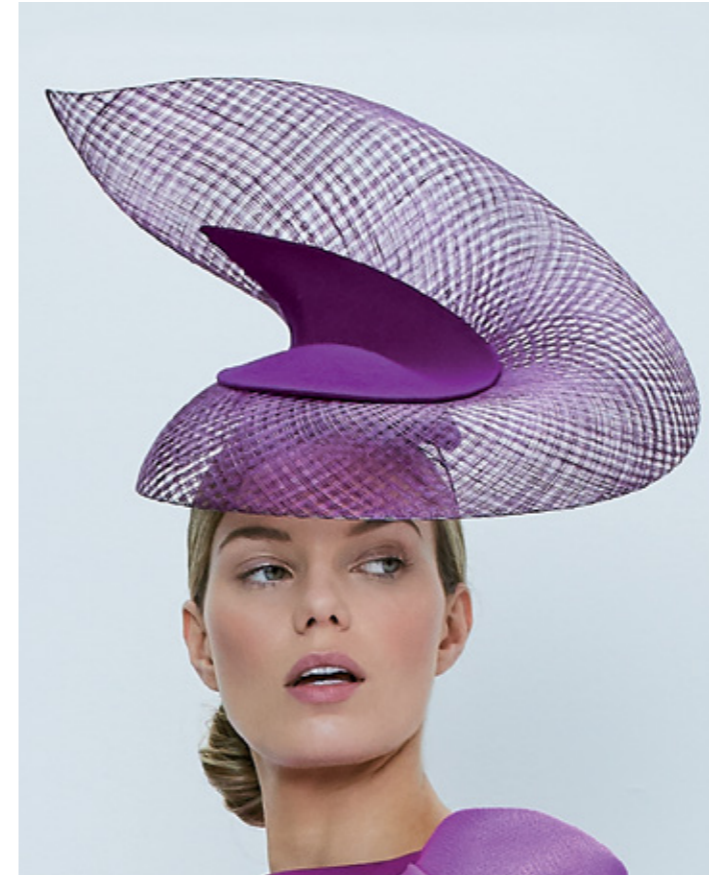
Oliver Brown  
oliverbrown.org.uk  
**Top hat:** from £600  
**Shirt:** £65  
**Waistcoat:** £250  
Gieves and Hawkes  
gievesandhawkes.com  
**Morning coat:** £695  
**Trousers:** £225  
**Cufflinks:** TM Lewin  
tmlewin.co.uk  
£59.95  
**Tie:** Favourbrook  
favourbrook.com  
£125  
**Pocket square:**  
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:

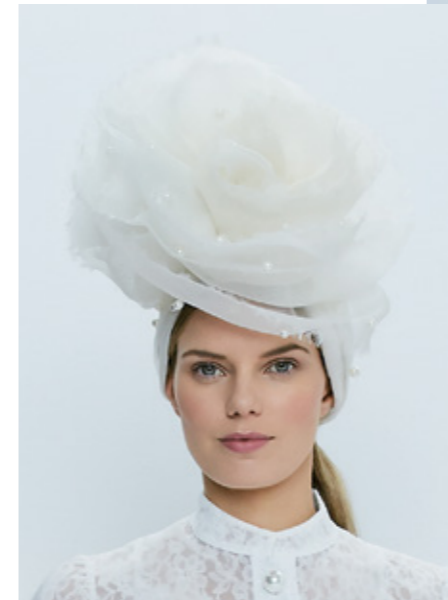
- Jackets and trousers should be of matching colour and pattern.
- A tie should be worn at all times. Bow ties and cravats are not permitted.
- Socks must be worn and should cover the ankle.
- Jeans, chinos and trainers are not permitted.

## 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

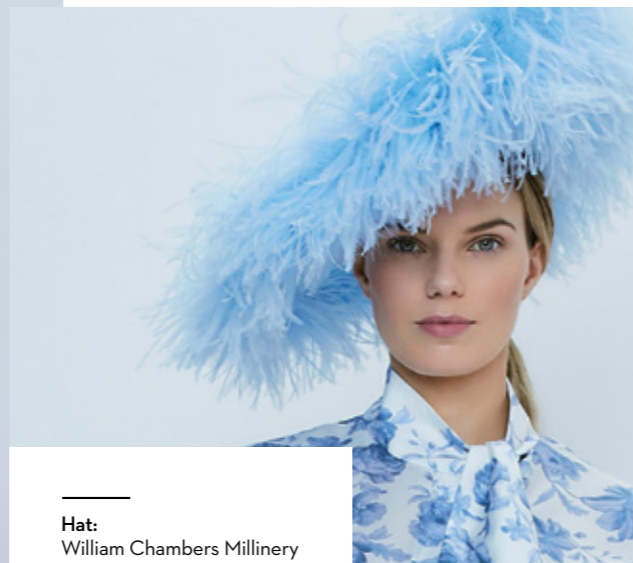
Shoes: Rupert Sanderson  
rupertsanderson.com  
£475





**@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

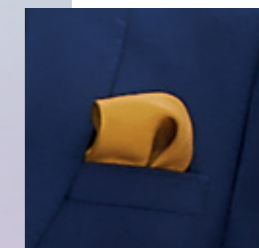
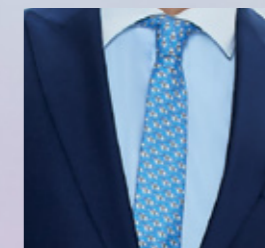
**Shirt:** £325  
**Skirt:** £350

**Bag:** Maje  
uk.maje.com  
£260

**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  
rachelrevormorgan.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  
philliptreacy.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  
twentysevennames.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](http://ascot.co.uk/whattowear)

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@savannahblake\_

**HAIR & MAKE-UP:**

@desmondino

 @ascotracecourse

#RoyalAscot

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