

ROYAL ASCOT

MILLINERY COLLECTIVE 2025



With Ascot only a few weeks away, if you haven't started planning your outfit yet, then there's no time to lose!

Everyone knows that Royal Ascot is as much about the fashion as it is about the horses. In fact, for the first time this year, the Royal Ascot Millinery Collective displayed this season's must-have hats and fascinators at London Fashion Week. This is the first time any sporting business has been accepted into the most famous fashion event in the world, with the designs displayed in a special salon-style show.

This is the 10th year of the Royal Ascot Millinery Collective, led by British fashion designer Daniel Fletcher. The creative fashion icon has selected some special upcoming British designers and established brands to create a capsule collection of hats and fascinators, providing inspiration for those attending and setting the tone for the event. At the same time, he shines a spotlight on a new generation of millinery talent, helping to ensure the future of fashion and hat design.

This year, Daniel has worked with some incredible designers, who have produced headwear worthy of the catwalk. Let's look at these designers, and their exclusive pieces in a little more detail.

ALEXANDRA HARPER

Frenzied Moment is an enormous picture hat that combines drama and femininity, taking inspiration from My Fair Lady's famous 'Ascot Gavotte' scene. Alexandra Harper wanted to create a timeless celebration of Royal Ascot millinery, with understated shades of grey and white and a flurry of sustainably sourced ostrich feathers. The oversized dome headpiece features a light, floaty fringe, creating mystery and glamour.

STEPHEN JONES OBE

No Royal Ascot collection is complete without a piece from the prolific British milliner, Stephen Jones. His Glamazon hat is inspired by some of his creations from the mid 1980s, with space-age vibes that certainly catch the eye.



KATHERINE ELIZABETH

Katherine Elizabeth is no stranger to the catwalk, having shown her designs at London and Paris Fashion Weeks and being the first British milliner to showcase UK designs in Bahrain. Her creation for Ascot is called Solar Noir and is designed to make an impact.

Katherine is a country girl at heart, with a love for architecture, and these two things played a huge inspiration in her design. The sun is also a key theme, as she wants her hat to make people feel happy, motivated and uplifted. She believes the sun plays a large part in making us feel energised, empowered, healthy, happy and relaxed.

"I wanted to create something sculptural but uniformed, that is in harmony with itself and well-balanced. The feathers are quills and goose arrowheads; the main body of the hat is a Percher and made from two button blocks that have been covered in bamboo silk in a pleated spiral form with lace applied onto it. I've then adorned it with Swarovski crystals."



CARRIE JENKINSON

Carrie Jenkinson's headwear merges artistic design with wearability, so that each piece makes a statement in the best way. Whether you're looking for something elegant, timeless, bold or avant-garde, these hats and fascinators are sure to make an impact.

Just ask stars like Lady Gaga and Beyoncé, who have both had the pleasure of wearing Carrie Jenkinson pieces. She's also designed for the royal family and worked with fashion icons like Vivienne Westwood and Mario Testino, so she has great references! And after 14 years in the industry, she more than deserves her spot on the Ascot Millinery Collective.

"Ascot is the pinnacle of style and elegance, where headwear isn't just an accessory but a statement. My designs are created with this in mind — pieces that elevate an outfit while allowing the wearer to express individuality with confidence."

MERVE BAYINDIR

Ever looked at a sweeping Art-Nouveau style-staircase and thought it would make a good hat? Merve Bayindir took the idea and ran with it, inspired by the vintage aesthetic, graceful curvature and endless elegance. The sculpted hat creates a sense of upward motion and ascension, symbolising growth, progress and higher ideals. The hat makes use of light and shadow, just like grand architecture, bringing a sense of movement to 'Helix'.



JANE TAYLOR

Jane Taylor has been designing headwear for the Duchess of Edinburgh for the past 16 years, so she knows a thing or two about style. For Royal Ascot, she wanted to create a hat that would stand out while maintaining a timeless feel – the Luna certainly ticks that box!

"For the Royal Ascot brief, I researched headwear from different decades and felt the design needed a timeless shape and finish. Monochrome is effortlessly elegant and never ages, making it the perfect choice for Royal Ascot. The piece features a hand-shaped, wide-brim oval, creating a beautifully flattering silhouette. I also incorporated a silk headscarf as a nod to classic equestrian style - worn through the ages but reimagined with a modern twist. The scarf drapes into a soft, delicate bow at the back, adding femininity and refinement to the overall look."

ELIURPI

Eliurpi's Sculptural Hat brings an air of mystery to your look, with traditional and cultural nature elements. You'd expect nothing less from this Barcelona-based duo, who are as comfortable creating millinery delights as they are working on sculptures and art installations. If you are looking for a work of art for your head, to set off a simple, elegant outfit, then this piece makes total sense.



SALLY-ANN PROVAN

When Sally-Ann Provan was asked to create a millinery showpiece for Ascot, she knew she could meet the brief. After all, all her designs are intended to be show-stoppers, and she even has hats on display in the National Museum of Scotland's 'Fashion and Style' gallery. You'll also find her work on catwalks around the world.

"My headpiece is a playful expression of flowers caught on a breeze, dancing and shedding petals as they move. The colour subtly changes from black through to ivory and is made from nearly 70 of my signature origami flowers, all carefully made by hand from duchesse silk and crystal pearls."

"Royal Ascot is such a special event that deserves the utmost in elegance, it brings out a sense of joy and exuberance through dramatic hats and headwear and encourages you to be bold and impactful."

AWON GOLING

A little bit of leopard print in a sea of monochrome designs, 'Wild Cat' is both timeless and contemporary, inspired by the classic disc hat shapes of mid-century couture. Awon set herself the challenge of combining vintage and modern styles, creating something both elegant and striking. Using the leopard print design as a neutral power print, it is balanced with black duchess satin bows to bring softness, movement and drama.



LISA TAN

Lisa Tan must have been an obvious choice for the Royal Ascot Millinery Collective. Her razor-sharp focus on special occasion millinery ensures she is always busy at this time of year. Taking a turn from the delicate, intricate and feminine pieces of the last few years, Lisa wanted to make a statement with her 2025 collection, favouring bold colours, graphic lines, and a dose of 80s styling.

"The "Aurelia" takes direct inspiration from the title, *Crowning a Decade of Style*, using my signature sinamay petal crown as the starting point and developing it into the most intricate, elevated version possible. Forty-nine sinamay petals have been painstakingly hand-rolled and hand-sculpted into shape, over the course of almost as many hours as there are petals. The petals are hand-stitched to form layers of swirling halos, suspended by wire into a coolie silhouette which appears to float above the head."