



THE STYLE AWARDS



11 OCTOBER

AUTUMN
LADIES DAY



NEWMARKET

The Rowley Mile | The July Course
Jockey Club Racecourses

19 OCTOBER

AUTUMN
LADIES DAY



MARKET RASEN

A Jockey Club Racecourse

23 NOVEMBER

WINTER
LADIES DAY



HUNTINGDON

A Jockey Club Racecourse





THE STYLE AWARDS

WELCOME

A visit to one of the East Region's Jockey Club Racecourses throughout the autumn and winter months is one of the hottest tickets of the season! Visitors come from far and wide in their finest outfits to enjoy the thrilling racing, epic entertainment and of course to compete in the hotly contested Style Awards.

To help you get ready we've put together some style inspirations and tips from our judges and previous winners

NEWMARKET AUTUMN LADIES DAY 2018 - TOP 10



"Style is personal, it has nothing to do with fashion.
Fashion is over quickly, style is forever."

- Ralph Lauren



JUDGES TIPS

You're all set to enter the Style Awards, but what can you do to increase your chances of a Podium place (and an amazing prize)?

Alice Ryan, editor of Velvet magazine and long-time Best-dressed judge at Newmarket, shares her top tips...



If you're wondering what qualifies me to share advice on race-day dressing, here it is: I've been judging best-dressed competitions at the races for six years now and, in that time, have clocked up considerable experience of what works (and what doesn't). Plus I've been editing women's magazines for more than a decade, which means I've worked with both big fashion brands and local indie boutiques and learned lots of style lessons along the way. So, all that in mind, here are my race-day dos and don'ts.

DO: dress up. Opportunities to go all-out in hats and heels are few and far between. The Style Awards is one such opportunity, so take it. Aim for elegance: if you've got great legs and want to show them off with a high hem, keep your neckline high, too; if you're going for a plunging neck, stick to ladylike skirt-lengths, even trousers.

DON'T: be a slave to fashion. If it looks fabulous on the mannequin but doesn't flatter you, forget it. It's nice to give the trends a nod, yes, but not if the resulting outfit is a poor fit for your size, shape and style.

DO: build your outfit around something you love, whether it's a colour, a print or a statement item, such as a hat or shoes. Think of this as a first piece of the jigsaw, to slot the other elements of your look around. Take it shopping with you, too, to make sure everything goes before you buy.

DON'T: wear anything uncomfortable. If your shoes pinch, your hat itches or your waistband's digging in, it will take the edge off your day - and show in your face.

DO: wear a hat. Or fascinator. Or headband (very big this year: thank Prada and Kate Middleton). Headwear is key to the Ladies' Day look. So many people say they can't wear hats, but there really is a style to suit everyone. Make an appointment at a hat shop or millinery studio and try until you find something you love.

DON'T: forget about your smalls. Poorly chosen undies can ruin an otherwise flawless outfit. Consider T-shirt bras, invisible panties, even an old-lady slip, to keep what's supposed to be hidden, hidden. Top tip: look at your rear view in the mirror. Or get a (very honest) friend to do it for you.

DO: give your shoes serious thought. Yes, you want to be comfortable; no, you don't want to look like you're going fell walking. Over the years, we've seen a lot of outfits that look amazing from hat to hem, but fall short at the ankles.

DON'T: neglect your beauty prep. Any podium-worthy outfit will be accompanied by beautifully finished hair and skin. If you've got long locks, consider a neat up-do that won't distract from your hat. Invest in a good primer and long wear eye makeup so, even if it's a sweltering day, your face won't fall.

DO: have fun and express yourself. If you love what you're wearing, it shows - and the judges are more likely to love it, too.

AUTUMN LADIES DAY - MARKET RASEN 2018



“Simplicity is the keynote of all true elegance.”

- Coco Chanel

TALKING TRENDS

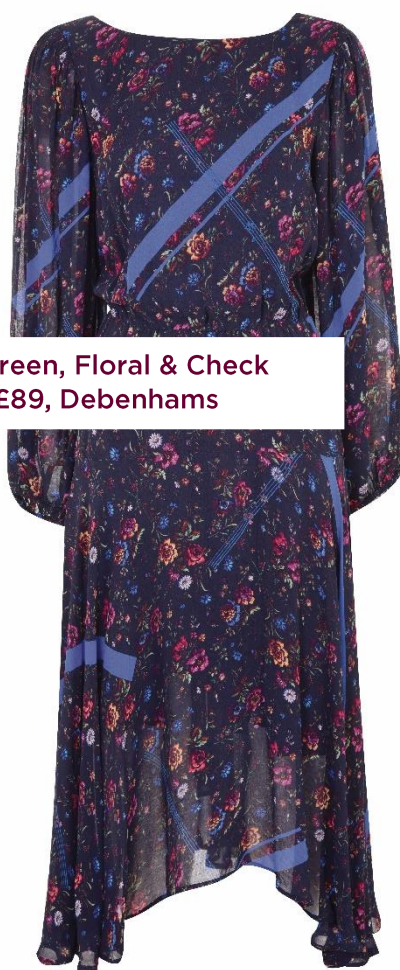
If you want to be a Style Awards winner at one of our courses this year, you'll need to give the new season's trends a nod. Velvet's Alice Ryan, spotlights five fashions that lend themselves to Raceday dressing.

Moody Blooms

Lines are long, shapes are soft and the palette is plummy. Pair prints reminiscent of Dutch Master Paintings with blocks of plain tan or beige. A touch of animal print on your accessories completes a look that's fashion-forward, but not fashion-slave.



Floral Midi Dress,
£56, Oasis



Studio by Preen, Floral & Check
Tea-Dress, £89, Debenhams



Winter Floral Dress, £35,
Dorothy Perkins

Check Mate

From dogtooth to gingham to tartan, checked prints are huge for autumn/winter. For the races, the new sharp tailoring is perfect: think wide-legged trousers, slim pencil skirts, neatly waisted jackets. Monochrome and/or autumnal tones hit the right seasonal note.

Gingham Pencil Skirt - £39.50, M&S



Trouser Suit, from a selection,
Hobbs



Tweed Checked Longline Blazer,
£89, M&S

Animal Magic

Over the last few seasons, animal print has become as much a wardrobe staple as the little black dress. Leopard, cheetah and tiger have been joined by snake for AW. You can go all out with a striking midi dress or faux fur coat or, if your inner Bet Lynch is feeling shy, just make a gesture with shoes, boots or bag.

Animal Midi Shirt Dress,
£49.50 M&S



Animal Pussybow Dress,
£58 Oasis



Multi-Snake Bag, £25 Dorothy
Perkins

Faux Fur Coat, from a
Selection, Dorothy Perkins



Off the Blocks

The current colour-blocking trend isn't about sharp contrasts. Rather it's about juxtaposing toning shades of differing depths - autumn leaf colours, say, from gold through brown, or complementary teals, blues and greens. Pick a palette that suits your complexion and this look is flattering and effortless.



Coat & Trouser Suit, from a selection, Hobbs



Top & Trousers from a selection, M&S



Belted Shift Midi Dress, £35 M&S



Real Lady

Proof that classic doesn't have to mean safe or boring, the new season's ladylike look is fiercely feminine rather than girly. Swishy pleats, pie-crust collars and pussycat bows are given a luxe feel via silks, satins, velvet, foils and beading, while Iron Lady bags, belts and heels add structure (and a slightly spiky edge).



Black & Gold Dress, from a selection, Dorothy Perkins



Olivia Ring-lock bag, £22 Accessorize



Satin Pleat Wrap Skirt, £59.50, Oliver Bonas



Heeled Snake Loafer, £28, Dorothy Perkins

A WINNING COMBINATION

Last year's winner of Newmarket's Autumn Ladies Day, Maria Cheslin, shares her Style Awards memories - and top race-day dressing tips - with Alice Ryan...

Q: Let's rewind the clock to last Autumn Ladies' Day. How did you feel about being crowned Best Dressed?

I was quite shocked to be honest, as the fashion stakes were pretty high that day and the ladies had made such an effort. I still can't quite believe it now! It really was the icing on the cake for a lovely racing trip.

Q: Remind us about your outfit: what were you wearing and how did you put it all together?

I was wearing a Guibert Millinery pheasant feather hat - not the best choice on a really windy day as it was more like a kite! - with a Coast beige cape, Monsoon navy lace high neck dress, Dune rose gold clutch, River Island rose gold shoes and a faux fur collar from EBay to make my outfit look a bit more wintry.

I started off with the hat and matched everything to the navy and beige colours from existing items in my wardrobe and thankfully managed to pull the look together. The cape and dress were sale bargains, so it ended up being a fairly cheap outfit, too. I absolutely love metallic accessories and thought that the rose gold shoes and bag finished the look off perfectly.

Q: You won some amazing prizes, didn't you? Make us jealous. . .

It was such a huge prize to win and a lovely mix of different things. We came back up to Newmarket in January and stayed at the Bedford Lodge for a spa day, dinner, bed and breakfast which was fantastic. We've stayed there a few times now and it never fails to deliver on being a luxurious experience and the food was totally delicious.

I went to The Face Place for an Alumier facial, which was amazing. Zoe is so knowledgeable and definitely worth a visit - she really helped me with skin advice. Then we went to Wolf in Sheep's Clothing so my partner could be measured up for a shirt, which he loves. Finally we went to Pure Elements so that I could have my hair done.

On top of that I received a huge hamper of Espa products, lots of fabulous clothing from Hicks & Brown, a dress from Charlie's Pop up Boutique and a Hotel Chocolat hamper. In all, I was totally and utterly spoilt.

Q: We know you're a regular racegoer. What do you enjoy about dressing up for the races?

What girl doesn't enjoy dressing up for an occasion? And what better occasion than a day at the races, watching the beautiful horses, drinking Champagne, meeting up with friends. . . It's my perfect day out, which is why my partner and I go so often.

Q: Have you got any race-day fashion dos and don'ts you can share?

The biggest 'do' is wear comfy shoes! It's a long day on your feet and I always take blister plasters and some flats just in case my shoes start to hurt. Also, wear something you feel

comfortable in and that suits your shape. My partner is quite good at telling me whether something looks good or not and I always ask for his advice before I wear an outfit.

Q: Autumn Ladies' Day has a different vibe to the summer event, doesn't it? How would you say the fashion differs?

It's very different - the opposite of the summer really. I would personally wear autumnal or a mix of darker colours, tweed/wool/checked fabric, faux fur, feathers, gloves and also take a brolly just in case. Saying that, the weather has been really good the last few years, which makes it even more difficult, as it's been really warm so you don't want to overdress. I think layering is the key to the outfit, really.

Q: Are you coming along to Newmarket again this year? Any outfit spoilers?

Yes, we are attending the meeting again this year, as it's one of our annual racing trips away and we stay over for a couple of days in Newmarket. I think I'm going for autumnal colours this time, which will hopefully work well together.

Q: What would you say to encourage our readers to buy a ticket to attend one of our courses and enter The Style Awards?

It's another reason to experience first-class racing and the fashion is a must. It's a great day out and lovely to be able to dress up for the occasion and showcase your style, but in a totally different, more wintry vibe. The Style Awards are good fun to be part of, easy to enter and everyone is always made welcome by the friendly teams. I'm so looking forward to attending again this year!



**FRIDAY 11TH OCTOBER / SATURDAY 19TH OCTOBER
& SATURDAY 23RD NOVEMBER**

With thanks to Alice Ryan/Velvet Magazine for article content