# Ascot Racecourse reveals 2025 Royal Ascot Lookbook with designer Daniel Fletcher



Ascot Racecourse has unveiled the much-anticipated 2025 Royal Ascot Lookbook, continuing its partnership with acclaimed British designer Daniel Fletcher as Creative Director for a second year. The Lookbook was revealed to coincide with the popular racing event, which is scheduled for 17th to 21st June 2025.

Daniel Fletcher, who gained recognition for his innovative approach to occasion dressing, has further developed the Lookbook’s concept this year, emphasising themes of versatility, inclusivity, and innovation while still respecting the event's cherished dress codes. Fletcher stated, “Returning as Creative Director for a second year, I wanted to push the creative boundaries even further, balancing heritage with modernity and encouraging racegoers to see occasion dressing as an expression of individuality.” He noted that the Archive Edit represents an evolution of last year’s focus on sustainability, drawing inspiration from Royal Ascot's storied past and encouraging the use of vintage and rental pieces.

This year’s Lookbook comprises several distinct edits, each offering sartorial inspiration for attendees. The Archive Edit showcases a contemporary interpretation of historical Royal Ascot styles, integrating vintage, rental, and borrowed pieces to redefine elegance. The Best of British edit highlights homegrown talent from renowned heritage brands to innovative high-street designers, set against a whimsical British summertime backdrop featuring oversized strawberries, daisies, and orchard fruits.

Additionally, the International Edit reflects Royal Ascot's global appeal, showcasing the work of international designers alongside a newly welcomed incorporation of traditional national dress, including the Scottish kilt and sporran. This addition brings a fresh cultural element to the event’s dress codes. The Prints & Patterns edit celebrates bold colour and dynamic patterns that are indicative of the Royal Ascot summer spirit, utilising striped, floral, and graphic designs in vibrant settings.

Fletcher also brought attention to key seasonal trends for Spring/Summer 2025, including polka dots, the rise of the pastel shade matcha green, and Pantone’s Colour of the Year, Mocca Mousse. The recommended materials for this season include luxurious fabrics such as silk, ruffles, and sheer layering, which are expected to enhance the overall aesthetic.

Felicity Barnard, CEO of Ascot Racecourse, commented on the significance of the Lookbook, stating, “Royal Ascot is an unparalleled moment in the social and sporting calendar, where tradition and fashion converge and Daniel’s vision for the 2025 Lookbook is a really exciting mix of heritage alongside modern trends.” Barnard remarked that the Lookbook pays homage to the global influences shaping contemporary fashion while emphasising craftsmanship, sustainability, and self-expression.

As the countdown to Royal Ascot begins, tickets for the highly esteemed event can be purchased via www.ascot.com, promising to be an occasion where style meets tradition amid the vibrant atmosphere of horse racing.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.ascot.com/content/a-new-chapter-of-elegance-the-royal-ascot-lookbook-2025> - This URL supports the claim that Daniel Fletcher is returning as Creative Director for the 2025 Royal Ascot Lookbook, emphasizing themes of versatility and innovation.
* <https://www.ascot.com/content/ascot-unveils-the-2025-royal-ascot-millinery-collective> - It provides information about the unveiling of the 2025 Royal Ascot Lookbook and the involvement of Daniel Fletcher.
* <https://www.countryandtownhouse.com/style/fashion/royal-ascot-lookbook/> - This article discusses Daniel Fletcher's role in shaping Royal Ascot's style and his approach to incorporating heritage with modernity, which is relevant to the 2025 Lookbook.
* <https://www.ascot.com> - This is the official website where tickets for Royal Ascot can be purchased, aligning with the article's information about event attendance.
* <https://www.countryandtownhouse.com/style/fashion/royal-ascot-lookbook/> - It mentions how Royal Ascot incorporates both heritage and modern styles into its dress codes, a theme also emphasized in the 2025 Lookbook.