



Forget the horse; back the hat.

You can't always rely on the horse. Nor the British weather. Sometimes not even on the company. But one thing you can put your trust in is the fashion, and this Ascot Ladies Day, British milliner Virginie Kan, says it is all about wearing something fantastic that you don't usually get the chance to wear – a hat.

“No matter what is happening in the news, Ascot fashion reflects the lighter side of life and being able to have fun with your outfit. This Ladies Day expect to see bright cheery colours and amazing creations, and never is this more true than with headpieces.” Virginie comments.

However, for many the decision of what to wear on your head is more important and often, more difficult, than which horse to back. For Virginie, the answer to this dilemma is a few simple tips that allow everyone to get it right this race day with a fabulous hat.

“From the subtle to the sublime, my customers often want something that will make them stand out and, as long as they feel comfortable wearing it, I am happy to indulge in their whim and bring that to life. Whatever your shape, size or personality, as long as it feels like you, it will feel good. This year I have created an Edam cheese hat – the classic Edam ball on a plate with cheese knife and a friendly mouse, it should cause a stir.” Virginie concludes.

With her decade of experience running Bespoke Millinery, Virginie has created ten top tips to choosing the perfect hat to compliment your look and help you to get it right this Ladies Day.

1. Always buy your hat after you've chosen your outfit - it's the final piece and finishes your look. It's easier to match the hat to your outfit than the other way round.

2. If you are petite avoid wide brim hats as it will look top heavy and could make you look shorter.
3. If you have elfin/fine/delicate features, you'll find that a hat with more structure/angles can complement your face.
4. 1920s/ cloche hats are great and very versatile. You can dress them up or down. It's a real classic and can suit many different face shapes including those with round faces.
5. To give yourself more height wear your hat at an angle.
6. Depending on the shape of your hat, consider how best to arrange/ wear your hair so your hair style is also in keeping with your hat and overall outfit. For example, a more formal hat will look good with your hair tied up, such as a Chignon.
7. Showcase your personality with your hat, but be realistic, remember you'll be wearing it all day.
8. For those who aren't hat wearers, there are great alternatives. The mini hat is cheeky but also very chic.
9. If you're wearing a fascinator on the day and worried about it falling off, apply lacquer to your hair so the comb can grip on your hair and doesn't slide off. Also anchor the comb in by weaving your hair.
10. A good hat is like buying a good pair of shoes, it needs to fit well and be comfortable.

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