

IN-STORE

Harrods brings milliners in-store to celebrate Royal Ascot

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Vivien Sheriff hat

By STAFF REPORTS

British department store Harrods is helping consumers prepare for the summer social season with a millinery event.

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From June 6-7, the retailer is bringing in experts and designers to assist consumers in picking the perfect topper for their ensembles, whether they are going to the Royal Ascot or a garden party. The walk-in event provides access to all Harrods customers, making it an easy appointment as they shop on the weekend.

Topping it off

On Saturday, June 6, designers Vivien Sheriff and Rachel Trevor-Morgan will be on hand in Harrods' international designer room for one-to-one styling consultations. The same day milliner Philip Treacy will dole out fashion advice for the Ascot, and race-appropriate attire from the likes of Oscar de la Renta and Carolina Herrera will be displayed.



Harrods celebration of Royal Ascot

The following day, Victoria Grant, William Chambers and Jane Taylor will be at Harrods to provide their perspective on hats from fascinators to wide-brimmed styles.



Philip Treacy hat

For those who cannot make it in person, Harrods has created an online hat guide.

Fortnum & Mason also prepped for special occasions this summer with a weeklong event for consumers.

Guests will be able to finalize the finishing touches with millinery experts, jewelry

advisors and accessory consultants in-store. As the weather becomes nicer consumers are attending more events and have a higher need for assistance in finalizing outfits, but may be unaware of the help Fortnum & Mason can offer ([see story](#)).

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