



LONGINES IRISH CHAMPION WEEKEND

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HI! MY NAME IS AOIFE HARRISON AND I AM A MILLINER BASED IN DUBLIN. I CREATE BESPOKE HATS FOR CLIENTS GOING TO BOTH WEDDINGS AND THE RACES, AND ALSO HAVE A WHOLESALE COLLECTION.

LEOPARDSTOWN RACECOURSE IS ONE OF MY FAVORITE RACECOURSES TO GO TO AS IT IS SO CONVENIENT IN DUBLIN BUT IT ALSO STAGES SUPER FLAT AND NATIONAL HUNT RACING.



THERE ARE 2 DISTINCT HAT MARKETS IN IRELAND; HATS FOR WEDDINGS AND HATS FOR THE RACES. OF COURSE YOU CAN WEAR THE SAME HAT TO EITHER EVENT BUT THERE ARE CERTAIN TRAITS IN HATS WHICH MAKE THEM MORE SUITABLE FOR A CERTAIN EVENT.

A HAT FOR THE RACES CAN BE THE TIME THAT YOU REALLY PUSH THE BOAT OUT AND GO FOR SOMETHING DIFFERENT AND ORIGINAL. OF COURSE THE NUMBER ONE RULE IS TO WEAR SOMETHING THAT YOU ARE COMFORTABLE IN BUT AFTER THAT YOU CAN WEAR A HAT THAT IS AS BIG OR AS SMALL AS YOU LIKE.

AS A MILLINER I PREFER WHEN PEOPLE WEAR "REAL" HATS, I HAVE TO ADMIT I AM NOT A FAN OF A FEATHER ON A COMB ON THE SIDE OF THE HEAD! I THINK THAT WEARING A HAT WHICH IS MORE SUBSTANTIAL IS A BETTER LOOK AND CAN REALLY COMPLEMENT THE REST OF YOUR OUTFIT.



LAST YEAR LEOPARDSTOWN RACECOURSE LAUNCHED THE CHAMPION HAT COMPETITION TO BE HELD ON THE SAME WEEKEND AS THE IRISH CHAMPIONS WEEKEND IN SEPTEMBER.

THIS COMPETITION LOOKS SOLELY AT THE HATS THAT PEOPLE ARE WEARING AND ENCOURAGES PEOPLE TO WEAR SOMETHING THAT IS UNIQUE AND INDIVIDUAL.

THE COMPETITION IS WONDERFUL FOR IRISH MILLINERS AS IT GIVES US A PLATFORM TO SHOWCASE OUR DESIGNS. LAST YEAR I HAD A FUN AFTERNOON WITH FELLOW IRISH MILLINERS JENNIFER WHRYNNE AND MARTHA LYNN MODELING OUR CREATIONS IN THE RUN UP TO THE IRISH CHAMPIONS WEEKEND. THE WINNER LAST YEAR WAS GERALDINE SHALVEY WEARING A STUNNING HEADPIECE DESIGNED BY DAVINA LYNCH. ISN'T IT



HERE ARE SOME HATS FROM MY CURRENT SPRING SUMMER 2017 COLLECTION TO INSPIRE YOU IN THE RUN UP TO THE IRISH CHAMPIONS WEEKEND TAKING PLACE ON 9TH & 10TH SEPTEMBER 2017.



*The number one rule is to wear something
that you are comfortable in,
Aoife Harrison.*

AoifeHarrisonDesign

Hats & Headpieces