

MYNAME IS ALISON ROE, AND I AM AN IRISH HAT DESIGNER SPECIALISING IN EYE-CATCHING BESPOKE HEADPIECES AND HATS FOR RACE-MEETINGS, WEDDING GUESTS, AND MOTHERS OF THE BRIDE/GROOM.

COMING FROM A RACING BACKGROUND BUT WORKING AS A MILLINER, I AM VERY EXCITED THAT LEOPARDSTOWN RACECOURSE ARE AGAIN HOSTING THE MOËT & CHANDON CHAMPION HAT COMPETITION ON DAY ONE OF IRISH CHAMPIONS WEEKEND FOR THE SECOND YEAR RUNNING.



IN THE MOËT & CHANDON CHAMPION HAT COMPETITION ENTRANTS ARE JUDGED SOLELY ON THEIR HEADPIECE SO IT IS A FANTASTIC OPPORTUNITY FOR RACE-GOERS TO EXPRESS THEIR PERSONAL STYLE AND WEAR SOMETHING UNUSUAL. IN ADDITION THERE IS ALSO THE LONGINES PRIZE FOR ELEGANCE ON THE DAY, SO WITH INTERNATIONAL FLAT RACING AND GORGEOUS STYLE, IT REALLY IS A SUPER DAY OUT AND WORTH GETTING GLAMMED UP!! CHECK OUT LAST YEARS WINNER OF THE MOËT & CHANDON CHAMPION HAT, AND THE LONGINES PRIZE FOR ELEGANCE BELOW.



MY MILLINERY STUDIO IS LOCATED IN CO. TIPPERARY AND IN ADDITION TO MY BESPOKE SERVICE, WHERE A HEADPIECE CAN BE SPECIALLY DESIGNED TO SUIT THE COLOUR & STYLE OF A PARTICULAR OUTFIT AND THE INDIVIDUALITY OF A CLIENT, I ALSO HAVE A READY-TO-WEAR COLLECTION AVAILABLE TO PURCHASE IN STORE AND ONLINE AT WWW.ALISONROE.IE AND A VERY POPULAR HIRE COLLECTION.

WITH HAT-HIRE, LADIES CAN AVAIL OF THE OPPORTUNITY TO HIRE A DESIGNER HEADPIECE AND REALLY BRING THEIR WHOLE LOOK TOGETHER IN A UNIQUE WAY. THIS IS IDEAL FOR RACE-MEETINGS BECAUSE IF YOU WANT TO WEAR YOUR OUTFIT TO A NUMBER OF DIFFERENT OCCASIONS, YOU CAN STYLE IT WITH A DIFFERENT HEADPIECE CHANGING THE LOOK COMPLETELY.



ABOVE, SOME HEADPIECES FROM MY CURRENT READY-TO-WEAR COLLECTION TO GIVE YOU SOME INSPIRATION ON WHAT TO WEAR FOR YOUR DAY AT THE RACES. FOR THOSE WHO PREFER TO HIRE A HEADPIECE, YOU CAN CHECK OUT THE FULL HIRE COLLECTION AT WWW.ALISONROE.IE AND CHOSE FROM FROM VERY EASY-TO-WEAR CROWNS AND BUTTON HATS TO LARGER HATS.



WHEN CHOOSING A HAT FOR THE RACES

- › TRY ON LOTS OF DIFFERENT HAT STYLES TO SEE WHAT SUITS & WHAT FEELS COMFORTABLE BEFORE DECIDING ON THE FINAL CHOICE.
- › IT CAN BE A GOOD IDEA TO HAVE YOUR HAIR NEATLY UP OR AWAY FROM YOUR FACE WHEN WEARING A HEADPIECE ON RACE-DAYS – IT CAN HELP FIX THE HEADPIECE IN PLACE AND KEEP YOUR HAIRSTYLE TIDY FOR LONGER (ESPECIALLY IF IT'S WINDY!).
- › ALTHOUGH TRADITIONALLY LADIES WEAR HATS ON THE RIGHT HAND SIDE, IF THE PARTING OF YOUR HAIR IS TO THE LEFT, THEN IT CAN LOOK NICER IF YOU CHOOSE A HEADPIECE DESIGNED TO BE WORN ON THE LEFT HAND SIDE TO ALLOW THE FULLER VOLUME OF HAIR TO BE STYLED TO THE OTHER SIDE.
- › BEAR IN MIND THAT IF YOU ARE HOPING TO TRAVEL IN A CAR WHEN WEARING YOUR HEADPIECE, YOU WILL NEED TO CHOOSE SOMETHING THAT WILL FIT IN THE CAR HEIGHT-WISE!! ALTERNATIVELY, ENSURE YOU HAVE A MIRROR HANDY IF YOU WISH TO FIX THE HAT IN PLACE WHEN YOU LEAVE THE CAR.
- › WHEN CHOOSING A HEADPIECE FOR A LADIES DAY EVENT, THERE REALLY ARE NO RULES & YOU CAN GO A LITTLE BOLDER IN YOUR CHOICE OF EYE-CATCHING HEADWEAR THAN WHEN ATTENDING WEDDINGS. THE SKY IS LITERALLY THE LIMIT ESPECIALLY FOR THE MOËT & CHANDON CHAMPION HAT!!

If you feel like it, go for it! Nothing suits you more than self-confidence!