

Oliver Brown sales hit £1,000,000 for the month, ahead of Royal Ascot

Submitted by: Bloxham PR

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OLIVER BROWN SALES HIT £1,000,000 FOR THE MONTH, AHEAD OF ROYAL ASCOT

- Sales boom accredited to world's most prestigious race meeting Royal Ascot
- Influx of European customers for corporate entertaining
- Nationals from the Emirate States and Australia visit Oliver Brown for Royal Ascot attire
- Record sales with takings up 25% from last year

Oliver Brown is proud of its racing connections and believes this to be a contributing factor to the recent boost in sales. As an Official Licensee to Royal Ascot, Kristian Ferner Robson has created a capsule Royal Ascot collection of accessories on sale in-store, online and within the Ascot Shops. Oliver Brown will be present within the Royal Enclosure and Queen Anne Enclosure for all five days of Royal Ascot. Not to mention featuring within the Cedar Tree and Parade Ring Shops for the remainder of the Flat season. You can find Oliver Brown top hats and morningwear within the Official Royal Ascot Style Guide. Boasting the largest independent collection of top hats in the country, Oliver Brown provide exclusive 'top shelf' antique pieces – a must-have in order to gain access to the Royal Enclosure.

Famous fans include Damien Lewis, John Goodman, Rory Bremner, Ant and Dec, and this year, they're also proud to be dressing a number of the racing elite, including world renowned trainers Adian O'Brien, Archie Watson, Hugo Palmer and Richard Hannon. Oliver Brown are also thrilled to be dressing ITV racing presenter Ed Chamberlin and fashion stylist Mark Heyes.

Proprietor Kristian Ferner Robson says of the sales boom; "In recent years we have become known as the racing tailor and the destination for formal morningwear and top hats for clients in the UK as well as overseas. We have a very loyal client base, many of whom are actively involved in racing, including a number of top flight trainers, jockeys, owners, and gentlemen from the racing media. We have been privileged to enjoy an association with Royal Ascot for many years having been the only retailer invited to sell top hats at the racecourse. However earlier last year we were announced as an Official Licensee to Royal Ascot, which has further strengthened our affiliation with the racing world and played a vital role in the increase in sales we have experienced over the last quarter."

For further details on these figures and the elements associated, please call Rachel on +44 (0) 1452 346466 or email rachel@bloxhampr.com

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NOTES TO EDITORS

About Oliver Brown

Oliver Brown is the home to classic British menswear and the country's oldest independent top hat specialist. Oliver Brown's flagship store in the heart of Chelsea, London is the ultimate destination for quintessentially British ready-to-wear morning and eveningwear, shooting and country clothing, luxury accessories, and formalwear hire. Oliver Brown's tailoring services brings together thirty-five years of experience as a gentleman's outfitter, with the skills of their in-house tailor, to provide British made bespoke, semi-bespoke and made to order.

To shop the collection visit www.oliverbrown.org.uk or call 020 7259 9494.