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CHURCHILL DOWNS UNVEILS OFFICIAL STYLE GUIDE TO INSPIRE FANS GLOBALLY TO CRAFT THEIR DREAM DERBY LOOK IN CELEBRATION OF THE 151ST KENTUCKY DERBY

***Fashion Expert Zanna Roberts Rassi Returns as Guest Editor,
Blending Classic, Fanciful and Elegant Live Racing Looks***

LOUISVILLE, Ky. (Tuesday, April 2, 2025) – Churchill Downs Racetrack (“Churchill Downs”) today released the second annual Kentucky Derby Style Guide (“Style Guide”) ahead of the 151st running of The Most Exciting Two Minutes in Sports® on Saturday, May 3. Fashion Journalist and Today Show Style correspondent, **Zanna Roberts Rassi** returned as guest editor, leveraging her style instincts and on-the-ground observations from last year’s 150th Kentucky Derby to curate a variety of looks defining a new era of Derby fashion.

The Kentucky Derby is as renowned for its exquisite fashion as it is for its thrilling races, and with the release of the Style Guide, fans can draw inspiration for this year’s attire, whether they’re experiencing the race at the track or watching from home. Highlighting looks for every generation, this year’s Style Guide evokes the magical spirit of the Derby featuring a dreamy palette of soft pastels, regal flashes of jewel tones, enchanted embellishments and exaggerated silhouettes. From timeless attire that has long defined the Run for the Roses®, to modernized twists that encapsulate today’s styles, the Kentucky Derby Style Guide spotlights Churchill Downs fashion partners and licensees, including Longines, vineyard vines, and Radley London.

“Derby fashion is a celebration of culture and expression with each year serving as a showcase of communal creativity. Whether it’s through striking colors, statement headpieces or fantasy frills – the first Saturday in May at Churchill Downs sets a new standard for fashion’s influence on sports and culture,” Roberts Rassi said. “In designing this year’s Kentucky Derby Style Guide, the vision was to create modern moments that will inspire every Derby fan to dream boldly, embrace or inflate their personal style and craft outfits that are as unforgettable as the race itself.”

In addition to official Churchill Downs partners, the Style Guide seamlessly weaves in the artistry of the Derby’s featured milliners, incorporating their exceptional headpieces to add the perfect finishing touch to every ensemble. For this year’s 151st Derby, **Christine A. Moore Millinery**, **Formé Millinery Co.** and **The Hat Girls**, all tastemakers in the industry of headwear, were selected for their extraordinary talent to elevate hats and fascinators into standout masterpieces, ensuring that any guest celebrating the Derby can transform into a vision of artistic elegance.

“We are thrilled to have Zanna back as guest editor to help craft the second edition of the Kentucky Derby Style Guide, establishing this project as an anticipated annual tradition that celebrates one of the defining elements of the Derby—fashion,” said **Casey Ramage**, Vice President of Marketing and Partnerships. “A true collaboration of creativity, the Style Guide is conceptualized and brought to fruition by many, especially our incredible fashion partners and milliners, who continue to create exquisite clothing and accessories that embody the spirit of the Kentucky Derby. We eagerly anticipate seeing how fans draw inspiration from this guide to develop their dream Derby Day looks.”

To enjoy the digital version of the Official Style Guide please visit, www.kentuckyderby.com/style-guide. Outfits within can be shopped online at specific retailers' websites. To learn additional details about this year's race, please visit www.kentuckyderby.com.

Tickets for the 151st Kentucky Oaks and Kentucky Derby on May 2-3 are available by visiting www.KentuckyDerby.com and www.DerbyExperiences.com, or call (502) 636-4447 to be a part of the most extraordinary Kentucky Derby yet.

ABOUT THE KENTUCKY DERBY

The \$5 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Ky. Inaugurated in 1875, the legendary 1 ¼-mile race for 3-year-old Thoroughbreds is the longest continually held major sporting event in the United States and the first leg of horse racing's Triple Crown series. Also known as “The Run for the Roses®” and “The Most Exciting Two Minutes in Sports®,” the Kentucky Derby is the most attended horse race in the nation. The 151st Kentucky Derby will take place on Saturday, May 3, 2025.

ABOUT CHURCHILL DOWNS RACETRACK

Churchill Downs Racetrack (“CDRT”), the world’s most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September and Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility. www.ChurchillDowns.com.

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