



KENTUCKY  DERBY

STYLE GUIDE 2025

GUEST STYLE EDITOR | ZANNA ROBERTS RASSI



Welcome to the enchanting world of the 151st Running of the Kentucky Derby, where dreams take flight against the backdrop of the illustrious Churchill Downs! This year's Style Guide considers a whimsical theme: "Derby of Your Dreams." Prepare to be immersed in an ethereal fashion narrative that intertwines reality and reverie, as Derby fashion takes a passage from vibrant experiences at the track into the whimsical dreams they inspire.

Whether draped in a dreamy palette of soft pastels or adorned with regal flashes of jewel tones, each ensemble captures the essence of nature with delicate floral motifs, enchanted embellishments and exaggerated silhouettes, inviting fans into a fairytale landscape where the ordinary becomes extraordinary. Masterful millinery steals the spotlight as always, from whimsical hats that echo the beauty of blooming gardens to striking and commanding artistic designs that command attention.

Storytelling around the Kentucky Derby often takes an already grand encounter and allows it to flourish into something simply larger than life. The second act takes Kentucky Derby iconography infused with fantasy and fancy reminding us that when it comes to how dreams are styled, our memories become the landscape upon which we stand cloaked with the threads of regret or the fabric of joy.

Throughout this year's style journey, each look embodies a spirit of celebration and serves as a reminder to embrace your own Derby dreams. Remember that the fashion you choose for the first Saturday in May is not just worn but lived; it should dare to reflect the magic and memories you are destined to create. Dress to delight and enchant as you drift into the Derby of your dreams.



Zanna Roberts Rassi
Fashion Journalist, Today Show Style Correspondent
Guest Style Editor



■ HAT
Formé Millinery

EARRINGS
Southern Living

DRESS
Christian Siriano

■ TIMEPIECE
Longines

PURSE
Judith Leiber

HEELS
Jessica Simpson

ACT ONE

Derby of Your Dreams

The first act of this visual symphony celebrates the spectacle of the Kentucky Derby through the lens of a distinguished guest.





LEFT TO RIGHT

FASCINATOR
derbyologie

DRESS
MAE NY

HEELS
Rosamund Muir London

HANDBAG
Simitri

■ *TIMEPIECES*
Longines

FASCINATOR
Hat Haven Millinery

DRESS
Frances Valentine

HEELS
Kate Spade

■ *JEWELRY*
Brackish

FASCINATOR
Hat Haven Millinery

DRESS
Mac Duggal

HEELS
J. René

HANDBAG
ASHA by Ashley McCormick

■ FASCINATORS
Formé Millinery

APPAREL
CHOCHENG



■ FASCINATOR
Karen Morris Millinery

DRESS
Fanm Mon

EARRINGS
Natasha

GLOVES
Cornelia James



HANDBAG
Judith Leiber

TIMEPIECE
Longines



LEFT TO RIGHT

FASCINATORS
The Hat Girls

HANDBAG
Radley London

TIMEPIECE
Longines

DRESS
Lela Rose

HEELS
Antonio Melani

HANDBAG
Judith Leiber

DRESS
PatBO

GLOVES
Cornelia James

LEFT TO RIGHT

■ **HAT**
Christine A. Moore Millinery

■ **DRESS**
vineyard vines

HEELS
Antonio Melani

EARRINGS
Southern Living

HANDBAG
Sachin & Babi

■ **TIMEPIECE**
Longines

■ **HAT**
Christine A. Moore Millinery

BLOUSE
Antonio Melani

■ **SKIRT**
vineyard vines

■ **HANDBAG**
Radley London

FASCINATOR
Hat Haven Millinery

DRESS
Badgley Mishka

GLOVES
Cornelia James

FASCINATOR
The Hat Doctor

DRESS
Jovani



LEFT TO RIGHT

FASCINATOR
Stephen Jones Millinery

DRESS
Lucian Matis

HEELS
Schutz

■ **BRACELET**
Brianna Cannon

■ **FEDORA**
Christine A. Moore Millinery

JACKET
Munro

SHIRT
Eton

TIE
Robert Jensen

■ **TIE CLIP**
Laura Ashley x The Tie Bar

POCKET SQUARE
Seaward & Stern

■ **TIMEPIECE**
Longines





LEFT TO RIGHT

FASCINATOR
The Hat Doctor

DRESSES
Donna Karan

HANDBAG
Frances Valentine

■ **FEDORA**
Christine A. Moore Millinery

SUIT
Munro

SHIRT
Calder Carmel

POCKET SQUARE
Robert Jensen

BELT
Torino

SHOES
Steve Madden

■ **VEHICLE**
Ford

■ **FASCINATOR**
Christine A. Moore Millinery

■ **SCARF**
vineyard vines

■ **TIMEPIECE**
Longines





LEFT TO RIGHT

■ **FASCINATOR**
Formé Millinery + vineyard vines

DRESS & CAPE
Carolina Herrera

HEELS
Kate Spade

BRACELET
Deepa Gurnani

■ **HANDBAG**
Radley London

■ **TIMEPIECE**
Longines

SHIRT
Eton

■ **JACKET**
vineyard vines

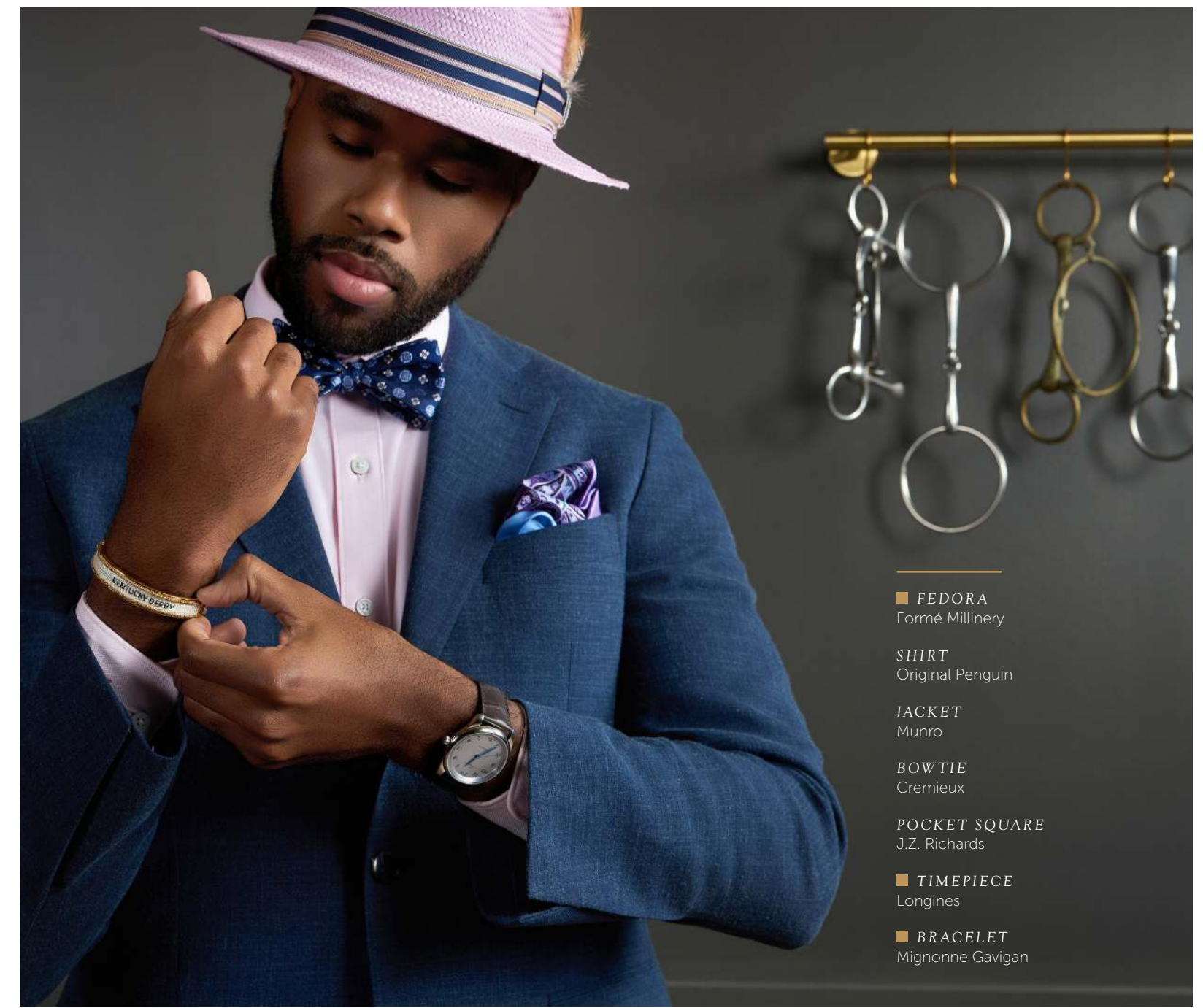
■ **TIE**
vineyard vines

■ **POCKET SQUARE**
Brackish





HAT Hat Haven Millinery • DRESS Oscar de la Renta • HEELS Gianni Bini • PILLBOX Rachel Trevor-Morgan Millinery • DRESS Carolina Herrera
 FASCINATOR East Village Hats • DRESS Paula Hian • HEELS Steve Madden



■ **FEDORA**
 Formé Millinery

SHIRT
 Original Penguin

JACKET
 Munro

BOWTIE
 Cremieux

POCKET SQUARE
 J.Z. Richards

■ **TIMEPIECE**
 Longines

■ **BRACELET**
 Mignonne Gavigan



LEFT TO RIGHT

MINI BOATER
Stephen Jones Millinery

APPAREL
Lafayette 148 NY

HAT
Gigi Burris Millinery x Woodford Reserve

DRESS
Valentino

BRACELET & BELT
Belle Monde

■ **FEDORA**
Formé Millinery

SHIRT
Eton

JACKET
Munro

BOWTIE
R Hanauer

POCKET SQUARE
Seaward & Stern

■ **TIMEPIECE**
Longines





LEFT TO RIGHT

FASCINATOR
derbyologie

APPAREL
Silvia Tcherassi

JEWELRY
H&M

HANDBAG
Cult Gaia

HAT
Gigi Burris Millinery x Woodford Reserve

APPAREL
self-portrait

HEELS
Gucci



LEFT TO RIGHT

SHIRT
Eton

JACKET
Munro

■ **TIE**
vineyard vines

POCKET SQUARE
Eton

TROUSERS
Brax

BELTS
Torino

■ **FEDORA**
Formé Millinery

SHIRT
Hickey Freeman

SUIT
Hart Schaffner Marx

TIE & POCKET SQUARE
Robert Jensen

■ **FEDORA**
Christine A. Moore Millinery

SHIRT
Cremieux

SUIT
Hart Schaffner Marx

■ **BOWTIE**
Brackish

POCKET SQUARE
Cremieux



FASCINATOR
derbyologie

DRESS
V. Chapman

HEELS
Donald Pliner

■ **TIMEPIECES**
Longines

■ FASCINATOR
The Hat Girls

DRESS
Lucian Matis



EQUINE MODEL
Commander
Retired Racehorse from Second Stride

ACT TWO

Derby of Your Dreams

The second act is an exploration of how unique and extraordinary experiences animate our dreams.



FASCINATOR
jandrewdesign

DRESS
Alexis



HAT
Hat Haven Millinery

DRESS
Retrofête

HEELS
Rosamund Muir London

HANDBAG
Cult Gaia



FEDORAS
Formé Millinery

SHIRT
Eton

JACKET
Munro

CUFFLINKS
Tateossian

FASCINATOR
Millinery Jill

DRESS
Sachin & Babi

HEELS
Deltan

SHIRT
Eton

SUIT
Munro

SUSPENDERS
Laura Ashley x The Tie Bar

TIE
Zegna

POCKET SQUARE
Robert Jensen

SHOES
Flag LTD.



FASCINATOR
Hat Haven Millinery

DRESS
Elliatt

HEELS
Jessica Simpson





SHIRT Eton • SUIT Munro • BROOCH Elizabeth Taylor



FASCINATOR
St. Julian

DRESS
Carolina Herrera



TOP HAT Award Millinery Design • DRESS Mac Duggal



BOW BAND
Jane Taylor London

DRESS
Zimmerman

GLOVES
Cornelia James

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OFFICIAL TIMEPIECE

Longines

OFFICIAL PARTNER

Ford

OFFICIAL STYLE

vineyard vines

FEATURED MILLINERS

Christine A. Moore Millinery
Formé Millinery
The Hat Girls

LICENSEES

Brackish
Brianna Cannon
Laura Ashley x The Tie Bar
Mignonne Gavigan
Radley London

BRANDS AVAILABLE AT

BELLE MONDE BOUTIQUE

Elizabeth Taylor • Lucian Matis • Oscar de la Renta
• Paula Hian • Schutz • St. Julian • Valentino

DILLARDS

Antonio Melani • Badgley Mischka • Cremieux • Deltan
• Donald Pliner • Donna Karan • Fanm Mon • Flag LTD.
• Gianni Bini • Hart Schaffner Marx • Hickey Freeman
• Jessica Simpson • J. Renéé • Natasha
• Original Penguin • Southern Living • Steve Madden

GLASSCOCK / GLASSCOCK TOO

ASHA by Ashley McCormick • Badgley Mischka • Carolina Herrera • Deepa Gurnani • Elliott • Frances Valentine
• Greta Constantine • jandrewdesign • Jovani • Lucian Matis • Mac Duggal • Retrofete • Simitri • Sachin & Babi

NICOLE AND B BOUTIQUE

Mable

RODES FOR HIM | FOR HER

Alexis • Calder Carmel • Christine A. Moore Millinery • Cult Gaia • Eton • Judith Leiber
• Lafayette 148 NY • Lela Rose • Munro • PatBO • R. Hanauer • Robert Jensen • Sachin & Babi
• Seaward & Stern • Silvia Tcherassi • Torino • Zegna

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