



**Punchestown
2017**

Bollinger Best Dressed Lady 2017

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Bollinger Best Dressed Lady Punchestown Festival 2017

Bollinger Champagne sponsors the Best Dressed Lady competition at the 2017 Punchestown Festival. The social and sporting highlight of the Irish calendar takes place from **Tuesday 25th April to Saturday 29th April** at Punchestown Racecourse, Co. Kildare.

The search for the Bollinger Best Dressed Lady will be held over the first four days of the Punchestown Festival. Judges and style scouts will be tasked with finding the most stylish ladies in attendance and selecting a number of finalists each day. The daily winner will then progress to the grand final on Ladies Day, **Friday 28th of April**.

The association between Bollinger and Punchestown has been ongoing for some time - Bollinger has been a key partner for the Kildare venue for a number of years and the Bollinger Champagne Bar is a firm favourite with racegoers at the five-day festival each season. The inaugural Bollinger Best Dressed Lady at Punchestown Competition took place last year and it was a roaring success.

The sponsorship has further deepened this relationship as the stylish partnership renew their agreement for 2017, providing a unique brand alignment opportunity for the iconic Champagne house and prestigious racing festival.





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Bríd Wynne, Bollinger Ireland said “Bollinger is delighted to sponsor the Best Dressed Lady Competition at the 2017 Punchestown Festival.

Bollinger and Punchestown are a great fit as both brands were established in the 1800’s and have maintained a reputation based on unrivalled sophistication and style. This is a particularly fitting sponsorship for us as it positions Bollinger to the fore of the minds of Ireland’s most stylish ladies. Punchestown is the leading festival for racecourse style in Ireland and we are excited to work with them and look forward to finding the Bollinger Best Dressed Lady. For us the style will be all about classical elegance combined with a contemporary twist”.

Dick O’Sullivan, General Manager, Punchestown Racecourse said,

“We are delighted to have Bollinger on board to sponsor the Best Dressed Lady Competition at Punchestown again this year. Bollinger is the perfect fit for our festival adding a touch of Parisian sophisticated elegance to the much coveted Best Dressed Lady title. With ladies accounting for almost half of the attendance at our festival, the fashion element has become a really exciting feature of what is widely considered one of the social and sporting highlights of the year. We look forward to welcoming Ireland’s most stylish ladies dressed to impress at the Bollinger Best Dressed Lady competition at Punchestown.



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The Bollinger Best Dressed Lady 2017 plus a guest will enjoy return business class **flights to France** and a **private chauffeur** directly from the airport to the Champagne region, where they will enjoy two nights in historic **Reims** with gourmet dinners on each evening.

There the lucky couple will have a **Champagne lunch** and private tour of the Bollinger estate, a truly special experience as Bollinger is not normally open to the public. As well as the ancient vineyards and historic cellars, the guests will experience a rare glimpse of Bollinger's stunning new wine libraries – **Galerie 1829** and **La Reserve** - which showcase Champagnes recently rediscovered by Bollinger that go all the way back to **1830**.

From there the Bollinger Best Dressed Lady and her guest will be chauffeured to **Paris** where they will enjoy another night of luxury accommodation, **Michelin-starred dining**, and **Parisian joie de vivre**, and to top it all off she will receive a year's supply of the famous **Bollinger Special Cuvée***.

Additionally, **finalists** on each day will receive fabulous gifts that include a €100 Topflight voucher, Bellamianta Tan products, a bottle of Bollinger Champagne and other exclusive goodies, while the **overall winner** each day will also receive a custom-made Montgomery Millinery hat worth €250, a €200 Topflight voucher and a luxury hamper from Bellamianta Tan.

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Judges include Xposé presenter **Glenda Gilson**, fashion and lifestyle journalist **Aisling O'Loughlin**, RTÉ presenter **Bláthnaid Treacy** with **Vogue Williams** announced as the celebrity judge for the grand final which will take place on **Ladies Day, Friday 28th of April**.

RTE's Bláthnaid Treacy said "I had a fantastic time being one of the judges last year, so naturally I jumped at the chance to do it again this April. Everyone knows the style stakes are high and the prizes to be won are envious, so the pressure is on the judges shoulders to select the right ladies, but I'm up for the challenge! I also hear there are plenty of new bars, cafes and restaurants, which I can't wait to visit with my fellow judges while we confer and make our final decisions!"

When asked about what she'll be looking forward to **Aisling O'Loughlin said** "As a serious hat lover, I can't wait to see some exquisite millinery and fashion. Irish women are brilliant at racing style, hard to beat in my view. As a judge, I'll be looking out for individual flair and that 'je ne sais quoi' that marks out a winner amongst so many beautiful, finely dressed women. I'm also seriously looking forward to a sneaky glass of Bollinger to add to the occasion."

Glenda Gilson commented "I absolutely love the Punchestown Festival it is always great craic and the style is amazing, it's a really exciting event as it is the start of the Spring-Summer fashion events when we can finally embrace some colour, lose the tights and enjoy some outdoor fun again. Bollinger are a really premium brand to have in the mix and oh my, what a prize, I'd love it myself!"



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Vogue Williams has said “I'm so excited to be judging Ladies Day at Punchestown. I love the races, there's always a great atmosphere down there, it's a brilliant day out. The fashion is always amazing and women really make a huge effort so I know I'll have a tough time choosing the best dressed.”

Lastly, it's **important** to note that gates open at **12 noon** each day and scouting will commence early, festival organisers are encouraging ladies to be on site from **1pm** if they are interested in the Bollinger Best Dressed Lady Competition. Judges will choose a selection of those deemed best dressed from the crowd and all finalists will be required on stage for the announcement of the winner at **4pm** each day.

To **learn more** about the Bollinger Best Dressed Lady competition at Punchestown Festival 2017 please go to our website:
www.punchestown.com

