

CHAMPAGNE BOLLINGER

MAISON FONDÉE EN 1829

WHAT

The Bollinger Best Dressed Competition returns for the 2025 Punchestown Festival. Regarded as probably the most prestigious style competition on the racing calendar, The Bollinger Best Dressed takes place across the first four days of the festival from Tuesday 39th April to the final on Friday 2nd May.

WHEN

The Bollinger Best Dressed judging starts on Tuesday 39th April and runs through to the grand final on Ladies Day, Friday 2nd May.

The Style Council will scout the crowds and enclosures looking for daily finalists from 1.30pm. Please note that on Tuesday, Wednesday and Thursday the first race is at an earlier start time of 2.30pm.

Finalists will be asked to gather in the Bollinger Garden in the South Enclosure from 4pm. A winner will be selected from the daily finalists by 4.30pm each day so please arrive early.

That winner progresses to the grand final on Ladies Day, Friday 2nd May!

WHERE

While The Style Council will cover as many locations around the enclosures, pavilions and restaurants as possible, The Bollinger Champagne Lounge and Garden located in the South enclosure will be the Style Quarter for the festival. This is where daily and grand finalists will take to the stage for judging each day straight after the second race.



EYES ON THE PRIZE

- ****Stand By For New Additions to Prize****
- The overall winner and guest win a 'money can't buy' trip of a lifetime to the home of Bollinger. This is not a cliché, you literally cannot buy this prize as it is invitation only.
- Flights to Paris, 5* Hotel, Michelin Star dining, private chauffeur, Exclusive Champagne Bollinger experience including private tour of the cellars, vineyards, gardens, house and overnight stay in the beautiful capital of the champagne region Reims.
- One year supply of Bollinger (case = 12 bottles)
- Daily winners and finalists will enjoy a deluxe goody bag with gifts from Bollinger, www.AYU.ie and www.pestleandmortar.com
- Sharply dressed gents will enjoy the opportunity to win a case of Bollinger along with a www.louiscopeland.com tailored suit along with commemorative cuff links and tie.



WHO

The Bollinger Best Dressed competition is open to everyone however, following feedback from last year there will be a separate prize for gents.

THE STYLE COUNCIL

We are delighted to welcome back familiar faces alongside new judges for the Bollinger Best Dressed 2025. Lead by head judge Jess Colivet. Full details on judges will be released shortly.

HOW?

The beauty of having such a diverse Style Council brings great variety of opinion! However, there are some things that they all agree on:

- The Bollinger Best Dressed can be anyone! Be brave.
- Bring something different. A fresh take on race day and occasion dressing.
- Style does not mean spending a fortune. It means being creative with what you've got.
- Sustainable - the most sustainable thing you can do is wear what you have so borrow, swap, tailor and re-invent.
- Style is less about fashion and more about how the person wears the clothes.
- Presentation is key. A great fit, well pressed/ironed, neat and tidy, perfect grooming of hair, nails etc
- Comfortable and confident. Is the outfit appropriate? Did you dress for the weather?

Please follow us on Instagram for full Bollinger Best Dressed Updates.

