

CHAMPAGNE
BOLLINGER

MAISON FONDÉE EN 1829

WHAT

The famous Bollinger Best Dressed Competition returns. Widely regarded as Ireland's most prestigious style competition, The Bollinger Best Dressed takes place across the first four days of the festival from Tuesday 28th April to the final on Friday 1st May.

WHEN

The Bollinger Best Dressed judging starts on Tuesday 28th April and runs through to the grand final on Ladies Day, Friday 1st May.

Each day judges will scout the crowds and enclosures seeking out looks from 1.30pm ahead of racing getting underway at 2.30pm (3.30pm on Friday).

Finalists will be asked to gather in the Bollinger Garden in the South Enclosure from 3.30pm.

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 1st May!

WHERE

While The Style Council will cover as many locations around the enclosures, pavilions and venues 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

- 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.
- On Friday May 1st, sharply dressed gents will enjoy the opportunity to win a case of Bollinger along with a www.louiscopeiland.com prize.

WHO

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





Something Old/ Something New for 2026

We are excited to introduce the Something Old/Something New theme focused on sustainable fashion. This simply means to take a considered approach to your race day look.

Start by shopping your own wardrobe. Is there a key piece that you can reinvent?

Exchange, borrow, swap and rent key pieces with your circle of friends and the many fashion rental businesses that have launched.

Invest in quality. Buy something that you love. That is really well made using quality materials and design. Think of timeless style.

Visit one of the many pre-loved stores online or in person and bag a quality piece for a fraction of the price.