

HATS

What sets the Kentucky Derby and Kentucky Oaks apart from other sports and entertainment events? First and foremost, it's the hats.

Decades ago, it was common for men and women to sport hats for special occasions and outdoor events. During the race's infancy, a lady without a hat on Derby Day wasn't just a fashion faux pas; it was considered indecent.

As the popularity of the race grew, people began to have more fun with their fashion hat attire. Large or small, contemporary or old-fashioned, big brimmed, feathered, flowery, simple or sarcastic, women – and men – top off their Oaks and Derby duds with a variety of ostentatious head wear.

In most cases, the hat is the main part of a woman's attire, and is usually paired with a simple matching cocktail dress. Men's hat fashion, such as the traditional fedora, is typically understated.

Part Southern tradition, part spectacle, the Kentucky Derby hat parade is much of what makes "The Greatest Two Minutes in Sports" one of the greatest people-watching events in the world. From the fantastic to the sublime, there are no rules or limits when it comes to choosing your Derby hat. Whether to make a statement or just keep the sun at bay, Kentucky Derby hats are part of the tradition and the pageantry that make a trip to the Derby an unforgettable experience.

"The act of wearing a hat to the Kentucky Derby is one of our most cherished living traditions," said Casey Ramage, vice president of marketing and partnerships for Churchill Downs. "Fashion of the Kentucky Derby has become a sport in itself and is an integral part of the spectacle and entertainment associated with this most thrilling event."

To learn more about this year's featured milliners of the Kentucky Derby, visit www.kentuckyderby.com/party/derby-party/derby-fashion/hats.

When planning an outfit for the Kentucky Derby, you can find fashion tips to inspire your hat-to-toe look at www.kentuckyderby.com/visit/what-to-wear.

FEATURED MILLINERS

CHRISTINE MOORE – Christine Moore was sixth-year featured milliner at the 149th Kentucky Derby presented by Woodford Reserve. Moore became the Derby's first featured milliner in history in 2018. Her highly popular hats and fascinators for women and men are available for purchase at www.camhats.com.

Moore was the first to earn the distinction of featured milliner of the Kentucky Derby in 2018. Her iconic yet highly wearable designs have become a staple at racetracks across the country and have been worn by Katy Perry, Jennifer Lopez and Kate Upton and showcased on Nashville, The Carrie Diaries and Gossip Girl. Moore's New York-based business, Christine A. Moore Millinery, is known for fine finishing work on her popular hats for women and men.

JENNY PFANENSTIEL OF FORMÉ – Master Milliner and owner of Louisville-based Formé Millinery Jenny Pfanenstiel was a four-time featured milliner at the 149th Kentucky Derby presented by Woodford Reserve.

World-renowned for her skill of sculpting hats by hand using high-quality and rare materials from across the globe, Pfanenstiel combines her unique process with centuries-old techniques to produce one-of-a-kind show-stopping creations for all seasons and occasions. Her hats have adorned the heads of Michelle Obama, Oprah Winfrey and Madonna among other celebrities and dignitaries. Owner of Formé Millinery, her hats and fascinators for women and men can be purchased year-round at the Formé Millinery Hat Shop in downtown Louisville, specialty boutiques around the world and at www.formemillinery.com.

THE HAT GIRLS – The Hat Girls were introduced as a new featured milliner for Kentucky Derby 149. Louisville natives Kate Smith and Rachel Bell create upscale headwear that is often described as wearable art. From lifelong friends to business partners and creative collaborators, the duo blended their love of fashion, eye for design and marketing flair to develop The Hat Girls where they channel their life's passion into creating extravagant millinery pieces that meet the needs of multiple demographics. Their special occasion and Derby creations can be shopped online at www.thehatgirls.com or seasonally at their retail storefront in Louisville, Ky.