



GARRARD

LONDON 1735

Garrard and Royal Ascot continue the Legacy

Garrard and Royal Ascot's shared history reaches back to the creation of the first Gold Cup in 1842. This year they continue the legacy as the Official Trophies and Silverware Supplier and reveal the new designs for the iconic gold cups and Group 1 trophies.

The House supplied trophies to Royal Ascot through its 165 years as Crown Jeweller. From the very beginning, each trophy design has had to meet the monarch's approval, and together they reflect changing tastes through the years.



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In 2018, the Gold Cup, Queen's Vase and Royal Hunt Cup were joined by seven new trophies in silver, for winners of the other Group 1 races at Royal Ascot. Starting a new tradition, the winners of these Group 1 races will this year be allowed to keep their trophies in perpetuity.

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The opportunity to create new trophy designs for this esteemed event was an exciting one for Garrard’s Head of Design, Claire Scott. *“Looking back through the House’s many Royal Ascot trophies was a fascinating and inspiring experience,”* she says. *“The cups from Queen Victoria’s time were extraordinarily ornate, but I was especially drawn to the classic, sleek designs of the 1930s.”*

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Racehorse Owners Association CEO, Charlie Liverton, adds
*“The prestige of having a Group 1 winner at Royal Ascot is
the pinnacle of racehorse ownership. It is therefore fitting
that a royal jeweller, with a racing heritage as rich as Garrard,
has created the trophies and winning mementos, providing a
perpetual reminder of exceptional equine achievement.”*

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Their clean lines and striking silhouettes can be seen in the new trophies for 2021.

Garrard is all about the details, and running around the base of the trophies is the Royal Ascot pattern of classic racing silk designs.

The new Royal Ascot commissions will be the latest additions to Garrard's rich heritage of creating some of the most illustrious trophies in the world. Each one follows in the tradition established by founder silversmith George Wickes in 1735, achieving a balance of iconic design and impeccable execution.

About Garrard

Garrard, in the heart of London's Mayfair, is where every item of Garrard jewellery begins its journey to creation. Here, we welcome our clients to browse our jewels and experience Garrard - past, present and future - first-hand.

Garrard's origins can be traced back to 1735, when master silversmith George Wicks opened a store on Panton Street in the heart of London's West End - and promptly received his first royal commission, from Frederick, Prince of Wales. Garrard was appointed the first official Crown Jeweller in 1843 and, ever since, we have proudly played our part in British history through the creation of jewellery that has captured imaginations throughout the world.

From Queen Mary's consort crown in 1911 to the engagement rings of both the Princess of Wales and the Duchess of Cambridge, Garrard has crafted some of the most famous jewels in history, with each new commission today adding a new chapter to the story.

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