




DC/19 STYLE GUIDE



COME GET FANCY

A woman with brown hair in a ponytail, wearing a peach-colored blouse and jeans, is looking at a rack of clothes in a boutique. The rack is filled with various items, including a white and black checkered jacket, a white floral dress, and a white lace dress. The background is a light-colored wall with a wooden rack.

Fashion takes centre stage at
The Deighton Cup and looking
your best is part of the experience
of a spectacular day at the races!

DC/19



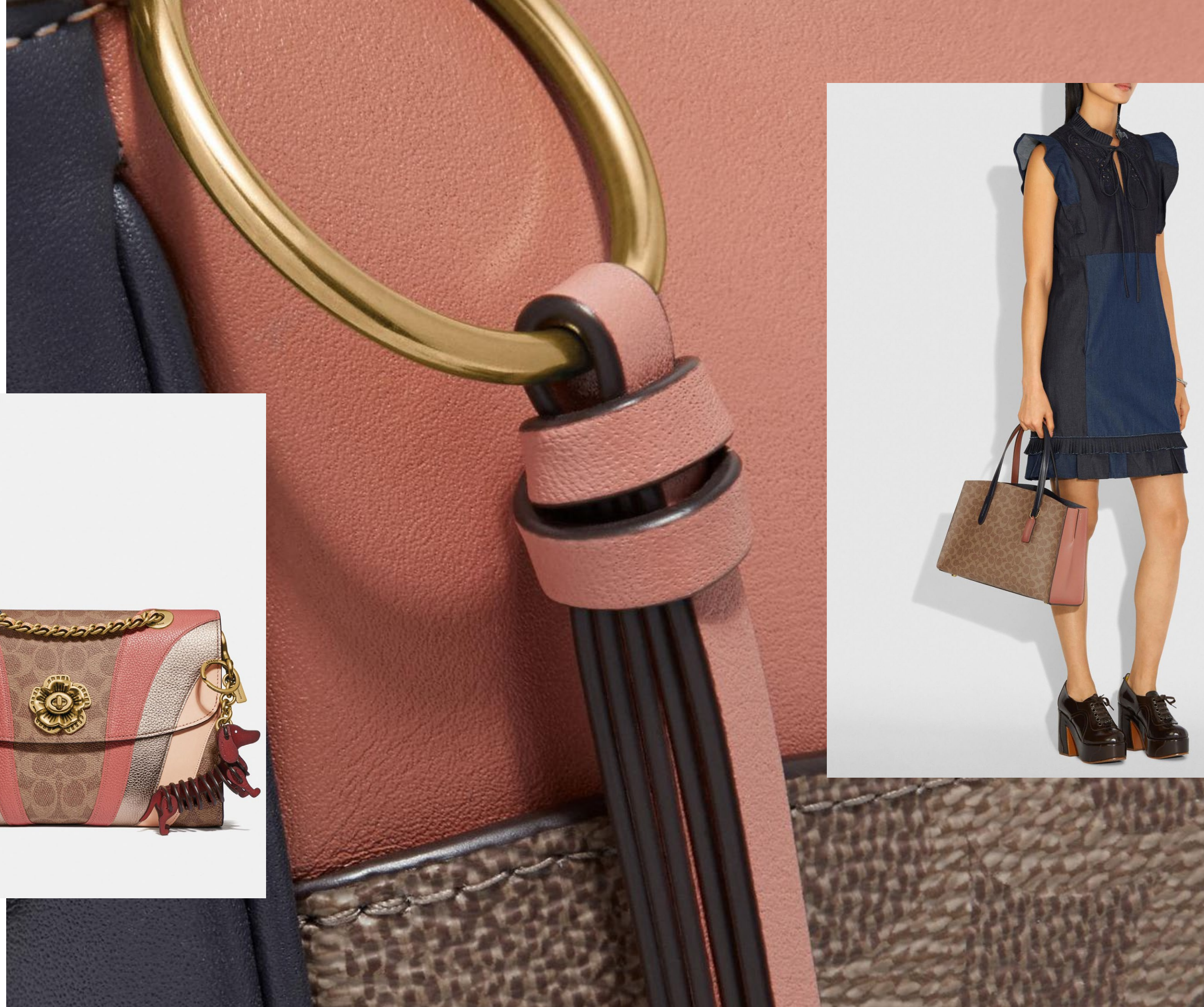
OLIVER PEOPLES

LOS ANGELES




COACH
NEW YORK







BLUBIRD





Stand Out From the Crowd

The most stylish event of the summer returns for its 11th anniversary on July 20th, 2019 for another edition of rousing derby action at Hastings Racecourse. This daytime festival will be bigger and better than ever, with one giant marquee and concourse playing host to well over 7000 derby revellers. Shop Alberni Street retailers and step up your fashion game and win a Deighton Cup VIP Experience

#DeightonCup #DVBIA #ComeGetFancy

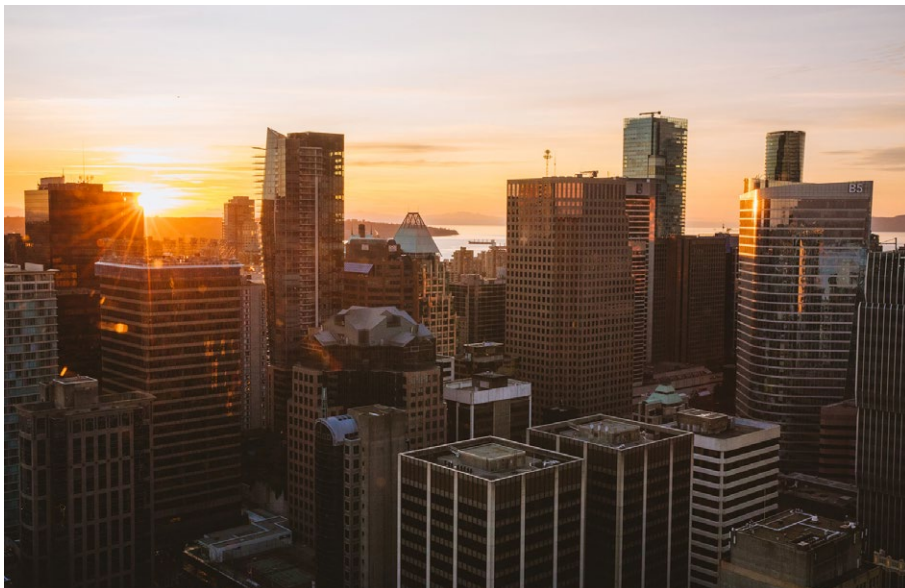
The Style Stakes

Attendees and our panel of celebrity and fashion-industry judges vote live on the top 20 looks, as chosen by the official Style Stakes team. At the end of voting three male and three female finalists take the stage, showcasing the personality behind the style, with one of each on the cusp of fashion history.

The Belle Du Jour and The Gallant Sartorialist winners receive a cash prize and they also become The Deighton Cup Style Judges for the following year.

How To Enter

Email + Insta Your Outfit: Pre-register by sending us a full-length photo of you and your outfit (along with email, cell #, and Insta handle) prior to Friday, July 19th, to info@deightoncup.com. Then post your photo to Instagram and tag @deightoncup to receive a bonus 10 points to your score if you are selected for the finals!



About the DVBIA

The Downtown Vancouver Business Improvement Association (DVBIA) supports, promotes and represents the shared interests of 7,000 businesses and property owners in the central 90-block area of Vancouver's downtown core.

We focus on priorities voiced by our members: programs and services in the areas of advocacy, accessibility, cleanliness, beautification, business support, marketing and mobility. We represent our members' shared goals, drive creative solutions forward and take meaningful action to constantly improve the downtown Vancouver experience.

We operate strategically at the intersection of downtown businesses, local policy-makers, non-profit organizations and all the people who make up Vancouver's diverse neighbourhood communities.