

# Cheltenham Racecourse announces Holland Cooper as new fashion partner

Cheltenham Racecourse has named its new fashion partner for the forthcoming season.

Expanding its current partnership with the racecourse, luxury fashion brand Holland Cooper will be the official fashion partner for Cheltenham Racecourse's 2023/24 season. The racecourse, earlier this month hosted the [25th GloucestershireLive Business Awards 2023](#), celebrating the best of businesses and leaders in the region.

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This year Boodles Cheltenham Gold Cup embarks on a century of racing excellence, while Holland Cooper celebrates 15 years in business. With its flagship boutique in Dowdeswell, Holland Cooper's partnership with the racecourse has grown over the last decade from being a key fixture in the 75-strong Shopping Village to a season-long Fashion Partner.

Founder and chief executive, Jade Holland Cooper said: "The races are no longer just about horses, they are now also a celebration of timeless fashion, style and elegance.

"When I created Holland Cooper I wanted to harness the enduring quality of racing style and enhance it with a celebration of tailored silhouettes, fabrics and styles."

Director of partnerships at The Jockey Club, Carey Weeks added: "It is always brilliant when we work with brands over a long period of time and see our partnerships grow. Holland Cooper is a brand that is becoming synonymous with Cheltenham

Racecourse and we are delighted to be able to take this next step with them.”

In recent years the fashion branch has grown, with the opening of its flagship store near Cheltenham in 2021 and increasing its turnover by almost 50% in 2022.