



GABRIELA HEARST to design jockey silks for the Markel Magnolia Cup at the Qatar Goodwood Festival presented by Visit Qatar

- Luxury designer Gabriela Hearst, renowned for her “honest luxury” focusing on sustainability, craftsmanship and timeless designs, to draw on her own equestrian heritage for 12 unique jockey silks
- Pioneer of sustainable luxury fashion becomes part of Goodwood’s style story, celebrating the incredible women of the Markel Magnolia Cup race
- The Markel Magnolia Cup takes place at the Qatar Goodwood Festival presented by Visit Qatar on Thursday 30 July at Goodwood Racecourse

Goodwood Racecourse is delighted to collaborate with Gabriela Hearst on a collection of jockey silks designs for the 2026 Markel Magnolia Cup. Following in the footsteps of Vivienne Westwood, Sarah Burton, Roksanda Ilincic and Mary Katrantzou, Gabriela will design 12 individual prints for the incredible riders.

Gabriela is a seventh-generation rancher, born and raised on her family’s 17,000-acre Uruguayan ranch surrounded by horses. Gabriela launched her eponymous label in 2015, and from 2020 to 2023, was the first Latin American designer to helm a major Paris fashion House with her appointment at Chloé. Gabriela’s industry-leading work in sustainable fashion has been recognised with several awards from the CFDA or the British Fashion Council, and most recently, in 2024, she was honoured with the TIME Earth Award for her leadership in climate justice and for pioneering sustainable practices. In March 2025, she was named to the inaugural National Geographic 33 list, recognizing her as a global changemaker whose work is actively shaping a more sustainable future for the planet. Her designs have been worn by many personalities, including the likes of Dr. Jill Biden (at the 2021 presidential inauguration), Kamala Harris, during her presidential campaign, Oscar nominee Chloé Zhao, Angelina Jolie, Laura Dern and Gillian Anderson.

For the 2026 Markel Magnolia Cup, Gabriela Hearst has selected and reissued a series of her most evocative prints from the House’s archive, in the new context of the jockey silk. Each of the 13 individual silks represents a different period from the past decade of the label’s history, showcasing a consistent vision and approach to colour and print. This collection bridges Gabriela’s deep-rooted equestrian heritage with the spirit of this special race at Goodwood and the extraordinary women competing on the track.

Harnessing the power of Ladies’ Day at Qatar Goodwood Festival presented by Visit Qatar, the Markel Magnolia Cup brings together a cast of extraordinary women, none of whom are licenced jockeys. The dedicated amateur jockeys take on months of intensive training in order to ride in the Ladies’ Race. Previous jockeys have included Edie Campbell, Rosie Tapner, and in 2019, the first British female Muslim jockey to win a race in the UK, Khadijah Mellah.

Over the past 13 years, more than £3.2 million has been raised for charities that support women around the world. In 2026, the race will be run for Education Above All (EAA) Foundation, which aims to transform lives through education and employment opportunities, unlocking the full potential of every child and youth.

The Duke of Richmond and Gordon said: “We are delighted to be working with Gabriela Hearst, whose deep connection to the equestrian world brings unique authenticity to this collection. The women taking part have committed themselves wholeheartedly to their training in aid of Education Above All, and these special silks are a tribute to their dedication. A pioneer of sustainable luxury, Gabriela is uniquely positioned to create these silks with unmatched vision and integrity.”

Gabriela Hearst said: "When The Duke of Richmond and Gordon invited us to participate in the design of the silks for the Markel Magnolia Cup, it was an instant yes. First, because any endeavour supporting women is a duty, second, because given The Duke’s creative direction at Goodwood, it would certainly be beautiful, and lastly, because it involves horses, which are such a deep part of who I am."

ENDS

Notes to Editors:

The Silks are designed by Gabriela Hearst and made by Allertons.

Tickets, dining, and hospitality are now on sale for Qatar Goodwood Festival presented by Visit Qatar. Visit [Goodwood.com](https://www.goodwood.com) or call 01243 755055 to find out more.

Contact

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About Gabriela Hearst

Gabriela Hearst grew up on her family's ranch in Uruguay, where the notion of luxury meant things were beautifully crafted and made to last which inspired the launch of her eponymous label in Fall 2015. She wanted a brand that reflected purpose in every piece - luxury collections with a conscience, or "honest luxury". Gabriela Hearst's runway shows have been a pioneering example of sustainability, using deadstock fabrics, and eliminating plastic use. Her Spring Summer 2020 collection marked the first ever carbon neutral runway show. She was the winner of the 2016/17 International Woolmark Prize for Womenswear, 2018 recipient of the Pratt Institute Fashion Visionary Award, the 2020 CFDA American Womenswear Designer of the Year, 2021 recipient of the Frank Alvah Parsons Award, 2022 recipient of the Infinity Trustees Award by the International Center of Photography, and was selected as one of the five Honorees in the Environment category among the fifteen Leaders of Change at the British Fashion Council's 2020, 2021 and 2022 Fashion Awards. In December 2020, she was named Creative Director at Chloé. In 2021, she was named one of the 25 most Influential Women of 2021 by the Financial Times. In 2023, she was honored with the 2023 Couture Council Award for Artistry of Fashion by The Couture Council of The Museum at FIT (MFIT). In March 2024, TIME announced Gabriela Hearst as one of the honorees of the 2024 TIME Earth Awards, which recognizes individuals influencing the future of the planet through their work on climate justice, awareness, and activism. Most recently, she was included in the inaugural list of National Geographic 33 which honors 33 changemakers whose ideas, influence and drive are shaping a better future for our planet.

About the Qatar Goodwood Festival presented by Visit Qatar

The Qatar Goodwood Festival presented by Visit Qatar is one of the undisputed highlights of the British flat racing season. Affectionately known as 'Glorious Goodwood,' the world-famous five-day festival is a sporting and social occasion like no other, unrivalled style, superb racing, and hospitality experiences to savour mean it's not to be missed. The 2026 event takes place from Tuesday 28 July to Saturday 1 August. The week is headed by three Group 1 races, including the Al Shaqab Goodwood Cup (2m), the Visit Qatar Sussex Stakes (1m), and the Qatar Nassau Stakes (1m2f).

About the Markel Magnolia Cup

On Thursday 30 July, 12 dedicated amateur jockeys will ride in the Markel Magnolia Cup following months of intensive training. Fundraising takes place through race and horse sponsorship, as well as at the Regency Ball, a stunning themed evening held at Goodwood House after the Markel Magnolia Cup.

About Markel

Markel is a leading global specialty insurer with a truly people-first approach. Within Markel Group Inc. (NYSE: MKL), we operate the Markel Specialty, Markel International, and Markel Global Reinsurance divisions, as well as State National, portfolio protection and program services operations, and Nephila an insurance-linked securities operations. Our broad array of capabilities and expertise allow us to create intelligent solutions for the most complex risk management needs. However, it is our people - and the deep, valued relationships they develop with colleagues, brokers and clients - that differentiates us worldwide.

About Education Above All

Education Above All (EAA) Foundation is a global foundation established in 2012 by Her Highness Sheikha Moza bint Nasser. The EAA Foundation aims to transform lives through education and employment opportunities. EAA believes that education is the single most effective means of reducing poverty, creating peaceful and just societies, unlocking the full potential of every child and youth, and creating the right conditions to achieve the Sustainable Development Goals (SDGs).

To date, Education Above All has supported over 18.5 million children and youth in more than 75 countries, providing access to quality education and employment opportunities.