



CROWN TO DELIVER SPRING CARNIVAL'S CROWNING MOMENTS ON AND OFF THE TRACK

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9 October, 2025: The Crown Marquee is again poised to be the ultimate Birdcage destination this Melbourne Cup Carnival with a luxurious design taking the enclosure's largest and most sought-after marquee to new heights. The Crown marquee is renowned for its influential guest list spanning celebrity figures, business heavyweights and Melbourne's key influencers and personalities.

From its striking champagne tower to bespoke dining experiences, the 2025 marquee is a masterclass in elevated design, inspired by Crown's world-class resorts. Menu items have been carefully curated by Crown's acclaimed restaurants, including Bistro Guillaume, Marmont and Kolkata Cricket Club.

Hosts dressed by Rebecca Vallance set the tone for an effortlessly stylish affair, with an exclusive lineup of top DJs and live performers including YO! MAFIA & Eliza. Guests can indulge themselves with hair and make-up touch-ups from renowned stylists Joey Scandizzo and Jade Kisorbo.

The Crown Birdcage experience unfolds across three signature levels, set against the backdrop of Flemington's home straight and the Melbourne skyline. The lower floor will kick-off the party atmosphere with a three-metre free-flowing champagne tower, made from over 500 champagne glasses. Upstairs, the space transitions into a classic and refined atmosphere where guests can enjoy the races alongside a seafood station, canapes, cocktails and live acoustic performances, with a captivating *Dessert Orchard Tree* adorned with edible chocolate apples, pears and limes.

Guests will also enjoy freshly prepared vodka campanelle pasta, topped with truffle, alongside hot and sour wagyu from the parrilla.

The top floor delivers the most exclusive experience within a luxury setting where guests can delight in caviar bumps, freshly shucked oysters and the Birdcage's best trackside vantage point.

Crown Melbourne CEO, Ed Domingo, said "Crown's presence at Flemington is more than a marquee – it's the ultimate entertainment destination in this year's Birdcage Enclosure - a statement of luxury, celebration and fun."

"We are proud to feature our entertainment and hospitality at the track – providing guests with the perfect race day, from the hotel suite to the glamour of the trackside marquee and back to Crown for dinner, drinks and more live entertainment."

The marquee's Interior Designer, Lucienne Hemingway, known for her work with Louis Vuitton, Cartier, and Mecca, said "The marquee is a tribute to the elegance that defines Crown's world-class resorts. Every detail - from the chandeliers to the rich stone finishes has been selected to evoke a sense of timeless luxury."

This year, Crown is also unveiling an exclusive styling suite for Crown hotel guests in the lead up to the Cup Carnival on 22 and 23 October. Celebrity stylist Lana Wilkinson and four of Australia's most iconic milliners - Stephanie Spencer, Rebecca Share, Belinda Osborne and Natasha Jordan Bauer – will come together for a one-of-a-kind fashion experience. Guests will be offered private fittings, styling sessions, exclusive headwear previews and French champagne, ensuring they put their best forward at this year's Melbourne Cup Carnival.

NOTES TO EDITOR:



Alongside the menu items above, race day marquee guests will also enjoy a curated selection of canapes including mini spanner crab and coriander mayonnaise sandwiches; country terrine with sourdough and Dijon mustard; and dimer egg cutlet with cucumber salad and green mango kasundi.

As the afternoon unfolds, guests in the marquee will be treated to a selection of gourmet bites including champagne poached chicken sandwiches with tarragon mayonnaise, Baja fish tacos with avocado and smoked crema; and tandoori chicken with chaat masala, green chilli and fenugreek.

Guests will be able to choose from a sophisticated beverage range including G.H. Mumm Grand Cordon Brut NV Champagne, Vinoque Rosato Rose, The Estate Vineyard Chardonnay and Pinot Noir, De BORTOLI 'Handcrafted' Shiraz, Heineken Lager, Kirin Ichiban, and a range of premium spirits. Crown's beverage offering will be topped off with a free-flowing champagne tower, and an innovative cocktail selection prepared by Crown's finest bartenders.