



Miss England

PRESS RELEASE 9/4/2026 - A Crown is Born

The Miss England crown is far more than a sparkling accessory — it is a powerful symbol of heritage, identity, and the evolution of one of the nation’s most recognised beauty competitions.

The bespoke Miss England crown first took centre stage in 2003, when Miss Dorset Jackie Turner became the first winner to wear it. From that moment, the crown established itself as a defining emblem of the title — instantly recognisable and uniquely British. At its heart lies the St George’s Cross, delicately set in diamantés. This striking feature not only represents England but went on to inspire the official Miss England logo in 2004, cementing its place in the brand’s identity.

Handcrafted Heritage

Each Miss England winner receives her own handmade crown to remember their time as the winner, crafted by a London-based jewellery designer — the very same artisan behind pieces featured in Netflix’s *The Crown*. This connection adds a layer of prestige and craftsmanship, linking the competition to a wider legacy of British design excellence.

While the size and shape may have subtly evolved over the years, the core design has remained unchanged, preserving its iconic look while adapting to modern tastes.

When Bigger Wasn’t Better

By 2019, conversations around the crown began to shift.



NHS Doctor Bhasha Mukherjee adjusts the heavier crown on the night she won .[/caption]

“More recent winners felt the crown was slightly too bulky & uncomfortable so I spoke to the designer about it” said director Angie Beasley. “ After discussing it with some of the more recent winners , it began to look far too big and heavy and actually could cause a headache after wearing which isn't the idea ! I wanted the winners to feel comfortable wearing it with it being handmade but the original crown is quite heavy ! ”

The crown, once designed to make a bold statement on stage, had slightly grown in size over time — but practicality and elegance became a new priority.

Replica Crowns for Miss England Finalists

Back in 2012, the organiser introduced a special touch for finalists. In collaboration with a Chinese tiara maker, smaller replica lightweight crowns were produced so that every finalist could take home a piece of the Miss England experience.



The replica crown made in China was used for Miss England finalists from around 2012 onwards until just before the pandemic[/caption]

While these replicas tiaras were not handcrafted like the winner's crown, they became treasured keepsakes — a symbol of achievement and participation, something the organisers would like to maybe one day bring back in future with the right sponsorship as import costs alone is now very pricey!

A New Era of Elegance

The refined, smaller handmade winners crown officially debuted in 2025, worn for the first time by reigning

Miss England Grace Richardson. Grace said "I love the smaller bespoke crown – lightweight, comfortable to wear on appearances and so much more elegant!" 👑

This updated version brought back balance — combining elegance, comfort, and timeless design.

Looking Ahead

As Miss England continues to evolve, so too may the crown. Adjustments in size and style are always considered — but one element will remain forever:

The St George's Cross at its centre.

A symbol of national pride, unity, and tradition — ensuring that no matter how the crown changes, its identity will always stay true to its roots.

Ends

www.missengland.info

Follow @missenglandlimited on instagram

Contact angie@missengland.info for further information

[caption id="attachment_24766" align="alignnone" width="1771"]



Grace Richardson wearing the crown with pride in March 2026 whilst in India[/caption]



Miss England

From Jackie Turner to Grace Richardson, the Miss England crown continues to shine — not just as a prize, but as a legacy worn with pride.

Follow [@missenglandlimited](#) on Instagram

Connect with Angie Beasley on [LinkedIn](#)

Ends