

GUCCI TIMEPIECES LAUNCHES UK MUSIC FUND

By Emily Seares on 10 April 2013



Gucci Timepieces held a press conference at the Soho Hotel this morning announcing the launch of its new UK music fund, following the creation of a global music fund last year. The press conference was hosted by radio DJ Jo Whiley, where she interviewed award winning singer Emeli Sande on stage. When asked about her tips for starting out, Emeli stressed the importance of being in the industry for the love of music, rather than a quest for fame and fortune, and that young people should prepare for knockbacks but persevere if they really love it.

Gucci's new UK fund will help support the work of the World Heart Beat Music Academy in London, which inspires young people to get into music. The Academy students attended the press conference and sang a cover of an Emeli Sande song to the delighted British singer.

Gucci Timepieces CEO Michele Sofisti said: *"Gucci Timepieces & Jewellery's values are deeply linked to music. Music is essential to our collective culture, as it not only connects people, but it shapes and influences other trends, including fashion and design. Establishing the UK Music Fund and supporting the vibrant World Heart Beat Music Academy shows our commitment to supporting a new generation of music-makers and to helping the arts drive."*



GUCCI INTERLOCKING-G

To support the Music Fund programmes, Gucci has launched two new edition Interlocking watches YA133201 & YA133202. The first version has a stainless steel case with black dial, whilst the second has a gold dial and steel case with a black PVD coating. Both are secured by a bold black cuff featuring the Gucci logo and a gramophone pin - the iconic



symbol of The Recording Academy.

