

GUCCI TIMEPIECES & JEWELLERY CELEBRATES LAUNCH OF UK MUSIC FUND DURING A SPECIAL EVENT WITH THE ATTENDANCE OF EMELI SANDE

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LONDON, APRIL 10th 2013 – Today Gucci Timepieces & Jewelry held a press conference at the Soho Hotel to launch its *UK Music Fund* following the creation of the Gucci Timepieces & Jewelry Music Fund in 2012. The Fund seeks to discover and promote talented young musicians around the world, and was first established in China, supporting young musicians in Asia through the China Soong Ching Ling Foundation (CSCLF).



Emeli Sandé, Jo Whiley and students from The World Heart Beat Academy

The press conference was attended by multi-award winning British singer, Emeli Sandé and hosted by the renowned British radio DJ, Jo Whiley. Emeli Sandé, who is supporting the UK Music Fund, recently won Best British Female and Best British Artist of the year at the 2013 Brit Awards. Jo Whiley is one of Britain's longest serving female DJs and is best known for championing new music and live acts on her shows. Also in attendance, and supporting this ground-breaking initiative, was Neil Portnow, President/CEO of The Recording

Academy®.

The Gucci Timepieces & Jewelry Music Fund will support The World Heart Beat Music Academy in London. The magic of the World Heart Beat Music Academy is that it opens doors for young people of all ages and backgrounds who might not have had access to musical training. Through its innovative programmes, World Heart Beat Music Academy inspires young people to enter into a world of possibilities through their love of music.

Thanks to Gucci Timepieces & Jewelry's partnership with The Recording Academy (organizers of the GRAMMY Awards®), children from the World Heart Beat Music Academy will have the chance to attend the GRAMMY Camp® in Los Angeles, facilitated through the Fund. 10 students from the music school will be selected, and two will be sent to the GRAMMY Camp, during summer 2013.

Commenting on the new opportunities enabled via the Gucci Timepieces & Jewelry alliance, Sahana Gero, Founder and Artistic Director at The World Heart Beat Music Academy, said:

"I am thrilled that Gucci Timepieces & Jewelry have chosen to support the World Heart Beat Music Academy in their first UK Music Fund. We believe that music is the heartbeat of humanity and has the power to transform the lives of young people. We will build on this special opportunity offered by our partnership with The Recording Academy to continue adventuring into new horizons, so that our students can fulfil their dreams and aspirations through the power of music. With hope, belief and investment, greatness can be achieved."



Left: Emeli Sandé and Jo Whiley. Right: Emeli Sandé and students from The World Heart Beat Academy

Emeli Sandé, who will help in promoting the UK Music Fund also added: *“It’s crucial that young people today have the chance to express themselves through music and are given opportunities to do so. Projects like this make music available to everyone; disadvantaged youths in particular will be able to tell their story and get their voices heard. These are issues that are close to my heart, so I’m really proud to be part of it.”*

By extending the reach of its Music Fund, Gucci Timepieces & Jewelry can enrich its musical alliances with its partners in the world of music and the arts. In particular, Gucci Timepieces & Jewelry’s long-running relationship with The Recording Academy, has a relevant part to play in the new project, as Neil Portnow, President/CEO of The Recording Academy stated:

“By teaming with Gucci Timepieces & Jewelry, The Recording Academy can continue to globally extend its goal of bringing new opportunities to young musicians. The UK has produced internationally renowned musical legends, so we are looking forward to welcoming students from London to GRAMMY Camp and offering them this unique experience and the opportunity to expand their knowledge.”

To support the Music Fund programs, Gucci Timepieces & Jewelry is

launching a special new-edition Gucci Interlocking timepiece in stainless steel, with a steel bracelet and black dial. Available in a small 29mm size, the watch, for men and for women, bears the iconic interlocking 'GG' logo around the bezel, representing the initials of the House founder, Guccio Gucci. This timepiece is characterised by its bold, simple style: the dial takes centre stage and has a striking circular-grained surface which recalls the grooves on a vinyl record. The engraving, 'Gucci Music Fund', can be seen on the back.

Gucci Timepieces & Jewelry has a longstanding commitment to the arts, and to music in particular. Creating the UK Music Fund is perfectly in line with the brand's core values. Company CEO Michele Sofisti explains:

"Gucci Timepieces & Jewelry'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-m



akers and to helping the arts thrive.”

Special new-edition Gucci Interlocking timepiece