

# BRING THE NOISE

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Lifestyle News: Emeli Sandé And Gucci Timepieces And Jewellery Launch Uk Music Fund



The talented **Emeli Sandé** was on hand last Wednesday morning, 10 April 2013, at **The Soho Hotel** in central London to help celebrate **Gucci Timepieces and Jewellery** launch its **UK Music Fund** in partnership with **The Recording Academy**.

Because of this exciting partnership, ten students from **The World Heart Beat Music Academy** in London will now have the chance to receive scholarships, while two talented students will be sent to **Grammy Camp** this summer in Los Angeles, CA; a true once in a lifetime opportunity.

During the celebration, **The Recording Academy** president/CEO, **Neil Portnow**, commented about how exciting the partnership is to everyone involved, and introduced a video about Grammy Camp that truly got the students from

**The World Heart Beat Music Academy** excited about the prospect of being able to attend.

British radio DJ **Jo Whiley** hosted the event and interviewed **Sandé** about her influences and how she made her way through the music business over the past ten years.

**Sandé** gave key pieces of advice to the students and stated that as a musician you have to be prepared to hear “no” and to carry on working towards your goal despite any rejections. Those in attendance soaked up all of the information and saw her as a huge inspiration.

Despite it being a morning full of celebrities, the true stars of the event are the children who will benefit from this partnership and they gave the audience a taste of their talent by performing two songs: the jazz number *Spain* by **Chick Corea**, performed by a jazz ensemble and the other was, most fittingly, **Sandé’s** song *Hope*.

In support of its music fund and partnership with **The Recording Academy, Gucci Timepieces and Jewellery** has launched a gorgeous watch, composed of a bracelet-style interlocking steel band and a black dial that is available for both men and women. **Jo Whiley** modeled the watch for the crowd, and said that it reminded her of vinyl – a truly fitting comparison for a timepiece with such a strong link to musical education. Visit [www.gucciwatches.com](http://www.gucciwatches.com) and [www.timeismusic.com](http://www.timeismusic.com) for more info.

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