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## NEWS

### Gucci Timepieces & Jewellery launches its UK music fund

By Emma Sells Posted: Wednesday 10 April 2013



Emeli Sande is supporting the project

Emeli Sande and Jo Whiley joined young music students at London's Soho Hotel this morning to unveil Gucci Timepieces and Jewellery's new UK Music Fund.

The luxury label has teamed up with both The Recording Academy and London's World Heartbeat Music Academy on the project, which aims to support young musicians around the world and help them to make their way into the music industry.

10 students, some of whom showed off their talents by performing this morning, will be picked to take part in the initiative, and two of them will be given the chance to go to Grammy Camp in the US this summer.

Musician and **ELLE Style Awards winner**, Emeli Sande, who was on hand to offer the students career advice and share her experiences of the notoriously competitive industry, said, '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.'

To mark the launch of its new project the label is also launching a special edition watch – complete with a vinyl-inspired watch face to complete the musical theme.

[Read all about Gucci's Chime For Change concert...](#)

