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Gucci Timepieces & Jewellery launches Music Project

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Gucci has launched its UK Music Fund to discover and nurture British music talent and help them to make their way into the music industry, supporters to the cause are Jo Wiley and Emeli Sande. The luxury label has teamed up with both The Recording Academy and London's World Heartbeat Music Academy on the project. Musician Emeli Sande, 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.