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## Gucci uses Grammys as platform for ambassador announcement

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*Florence Welch at the 58th annual Grammys*

By STAFF REPORTS

Italian fashion house Gucci has named singer Florence Welch as the ambassador of its jewelry and watch range.

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The British singer has yet to appear in a campaign for Gucci's jewelry and watch offerings, but Ms. Welch did sport the brand's designs during a press conference announcing her appointment Feb. 12 and then shortly after during the 58th annual Grammy Awards held on Feb. 15. The looks seen on the red carpet during awards shows are popular social media fodder, giving Gucci an immense platform for its jewelry and new ambassador relationship.

The bee's knees

During Gucci's press conference, Ms. Welch wore the brand's latest watch, the G-Timeless automatic. The watch mixes decorative bees, a heart and stars to combine the "vibrant, striking creativity" of Gucci's Alessandro Michele.

Swiss-made, the watch introduces motifs developed by Mr. Michele for Gucci's horology lines and also reflects the personal tastes of Ms. Welch, making the ambassadorship more authentic.

In addition to the watch, Ms. Welch also wore a bangle bracelet and a number of rings from Gucci Jewelry's Icon, Marche des Merveilles and Flora collections. The rings are made using 18-karat yellow and pink gold and decorated with precious stones, diamonds and the honey bee motif, while the bangle was of yellow gold with the bee design, introduced in fall 2015 ([see story](#)).

"Florence has become a good friend, but I wanted to work with her primarily because she is an exciting artist. Her dark, romantic songs are timeless and full of passion and emotion – in many ways they evoke the spirit of Gucci," Mr. Michele said in a statement.

Ms. Welch added, "I am a magpie, and when Alessandro and I first met we bonded over our love of jewelry. I truly believe that what he is creating at Gucci today is magic, and I am so excited to be part of it."

Days later at the Grammy Awards, Ms. Welch was seen on red carpet wearing a silk chiffon gown with star, heart, moon and dragonfly embroideries from Gucci's pre-fall 2016 collection. To accessorize her awards ceremony look, Ms. Welch wore stacks of Gucci rings in yellow gold with citrine quartz, pink and green tourmalines, diamonds and blue sapphires designed by Mr. Michele.

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Nominee Florence Welch attended the 58th annual Grammys Awards in Los Angeles in a Gucci Pre-Fall 2016 silk chiffon gown...

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Red carpet dressing is immensely popular on social media, making Ms. Welch's newfound relationship with Gucci, who was also a sponsor of the Grammys, ideal for the music awards.

According to [Engagement Labs](#), Gucci ranked second in mentions on Twitter and Instagram and was ranked 10th on Facebook. On Twitter, Gucci saw an interest in the image of Ms. Welch wearing the brand's gown on the red carpet, tallying 11,687 new Instagram followers during the Grammys.

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