

APPAREL AND ACCESSORIES

Gucci dresses jewelry ambassador on a world tour

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Florence and the Machine's world tour features designs by Gucci. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is establishing itself within the music world by providing the wardrobe for a performer during a world tour.

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Florence Welch, lead singer for indie band Florence and the Machine, will be dressed in Gucci throughout the entirety of the band's "High as Hope" tour. Ms. Welch currently acts as the brand's jewelry ambassador and is a close friend of creative director Alessandro Michele.

Gucci on Florence

Mr. Michele's latest runway show for Gucci will be the inspiration for the various looks throughout the current tour.

After beginning this August in San Francisco at the Outside Lands Music Festival, the tour will move on to various locations in the United States, Europe and Oceania.

The tour is promoting the band's fourth album.

"It's always a work in progress, and I definitely don't have everything figured out," said Ms. Welch in a statement to Gucci. "But this feels like quite a pure expression of who I am now, as an artist, and an honest one.

"I'm just more comfortable with who I am," she said.



Ms. Welch on stage dressed in Gucci. Image credit: Gucci

The tour will continue until March 2019, ending in the Netherlands. The next show is an upcoming performance in Utah on Sept. 14.

Gucci named Ms. Welch as the ambassador of its jewelry and watch range back in 2016.

The British singer first appeared in a campaign for Gucci's jewelry and watch offerings that year. Ms. Welch wore the brand's designs during a press conference announcing her appointment Feb. 12, 2016 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, which gave Gucci an immense platform for its jewelry and new ambassador relationship ([see story](#)).

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