

JEWELRY

Gucci brings back a musical ambassador for its fine jewelry

March 21, 2019



Gucci's jewelry line showcased on Florence Welch. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is hoping to embody a free-spirited bohemian image for its latest jewelry campaign that brings back ambassador Florence Welch.

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Ms. Welch, the lead singer of Florence and the Machine, returns for another Gucci jewelry campaign in still images. As the longtime ambassador of the division, Ms. Welch is featured wearing rings, bracelets and necklaces from its collection.

Florence and the Gucci

The singer is featured upon a retro-styled wagon, as Gucci describes it, filled with a variety of items that evoke the feeling of a carefree lifestyle that is also extravagant.

Pieces of jewelry are featured from Gucci's Le March des Merveilles, Gucci Ouroboros, Gucci Flora and Dionysus collections, as well as its silver jewelry line.

"The new advertising campaign for Gucci's distinctive jewelry collections channels the spirit of freewheeling, carefree travel and possesses a playful, bohemian period mood that perfectly showcases the aesthetic of the designs," said Gucci in a statement.

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Presenting the new #GucciJewelry campaign featuring @florence Welch shot by @colin_dodgson and art directed by @christophersimmonds. Click the link in bio to listen to a special #GucciPodcast episode featuring #FlorenceWelch. #AlessandroMichele @alessandro_michele #GucciSS19

A post shared by Gucci (@gucci) on Mar 21, 2019 at 6:00am PDT

Instagram post from Gucci

Photographer Colin Dodgson shot the campaign, while Christopher Simmonds took the role of art director.

Gucci established itself within the music world by providing the wardrobe for the performer during a world tour.

Ms. Welch was 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 and the brand ([see story](#)).

She has been an ambassador for the Gucci since 2016.

Gucci also has an ongoing podcast, where it spotlights various collaborators and ambassadors for the brand who have worked with creative director Mr. Michele. Ms. Welch was featured in a December episode of the podcast.

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