

JEWELRY

Gucci takes the Lion Head motif to new fine jewelry collection

July 29, 2020



Gucci earrings from the Lion Head fine jewelry collection. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Lions have played a key role in Gucci creative director Alessandro Michele's work since he joined the Italian fashion house five years ago. Now he has added them to a new collection of fine jewelry.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Lion Head, however, is not new to Gucci, featuring on prints for ready-to-wear and Gucci Dcor. The motif is not visible on fashion pieces in silver as well as fine jewelry including pendant necklaces, bracelets, rings and earrings.

Gucci said the Lion Head represented "strength, courage, power, wisdom and nobility."



The Gucci Lion Head collection. Image courtesy of Gucci

Mane thing

The new fine jewelry Lion Head Collection shows the lion set with diamonds and colored gemstones, and cast in 18kt white and yellow gold. The Lion Head is the focal point, with diamonds deployed for the animal's eyes and colored gemstones head in his teeth.

Mr. Michele can often be seen wearing the Lion Head ring that launched as part of the fall-winter 2015-16 collection

in the first show he staged for Gucci.



A ring from Gucci's Lion Head fine jewelry collection. Image courtesy of Gucci

There is another connection with this new [Lion Head fine jewelry collection](#).

"The Lion Head and Gucci's many other animal motifs are symbolic of the house's commitment to protect the natural world," Gucci said in a statement.

Indeed, Gucci in February joined The Lion's Share Fund to raise funds for nature, biodiversity and climate change ([see story](#)).



Gucci is committing to contribute 0.5 percent of its media spend each time an animal is featured in the brand's ads. Image courtesy of The Lion's Share Fund and Gucci

Spearheaded by the United Nations Development Program (UNDP) and a coalition of businesses and UN partners, the fund targets fundraising of more than \$100 million per year within the next five years for protecting endangered species and their natural habitats.

"Alongside the sums given by the Fund's other partners, Gucci's ongoing donations drive tangible on-the-ground results for this urgent cause," Gucci said.

Since its launch in September 2018, the fund offered a grant to improve critical radio systems for law enforcement officers protecting wildlife in Mozambique's Niassa Reserve nature reserve to help slow the elephant poaching rate to zero.

The fund has also offered investment to secure land for endangered orangutans, elephants and tigers in Indonesia's North Sumatra region.

"Gucci is proud to pledge its support to this initiative, and the Gucci Lion Head stands as a reminder to us all that the natural world is precious and awe-inspiring and merits our continued protection," Gucci said.