

FRAGRANCE AND PERSONAL CARE

Florence Welch talks growth, expression in first installment of Gucci, Vogue series

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Florence Welch for Gucci Bloom. Image credit: Gucci

By KATIE TAMOLA

Italian fashion label Gucci is collaborating with *Vogue* in a new series spotlighting famous women discussing their experiences with empowerment.

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The first installment of "The Awakening" stars English singer Florence Welch, one of the faces of Gucci Bloom fragrances. Filled with floral touches, the vignette follows Ms. Welch as she ruminates on her creative process, how she has grown as an artist and individual and how she has embraced the process of getting older while learning more about herself.

"The whimsy that is shown throughout the video and the effortless glamour that is found everywhere, as well as the balance of nature, is one that gives you ideas on what Gucci Bloom smells like and how one should feel when wearing it wherever their journeys take them," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"The idea of awakening whether it's personally, in your career, post-pandemic these are concepts that we all navigate at various points in our lives," she said. "It allows consumers to think about how they will help their personhood and space to be the best version of themselves.

"To know who you are, how you approach things and where you want to go is the ultimate achievement when it comes to empowerment."

All that you are

The first installment opens with Ms. Welch, who had led an illustrious career as the lead vocalist and songwriter of her band Florence and the Machine, humming peacefully at her vanity as she sprays herself with Gucci Bloom.

As she stares at herself in the mirror, a peaceful yet glamorous energy is established for the campaign. From start to finish, flowers fill the short film wherever Ms. Welch is, there are also flowers, a clear ode to Gucci Bloom.

Like Gucci's fragrance, Ms. Welch is always blooming.

The shot cuts to Ms. Welch, dressed in a floor-length gown with sequin touches and feathered sleeves, walking down a long hallway.

Back in her bedroom, surrounded by flowers and looking through what looks like a journal, she discusses, through a voiceover, how she has always had a rich inner world and has been creative since her childhood. With a sudden shot of her back turned to the camera and her long red hair becoming drenched under a faucet, she ruminates on the restorative properties of water.

Another shot cuts to the award-winning singer dancing slowly atop her bed as she discusses the juxtaposition between her very public career and reverence for occasional solitude.

"For someone who is so open and exposed on stage in front of so many people, my alone time is actually so precious to me," she says.

The vignette, although filled with glamour, also possesses calming attributes. It is shot effectively enough to elicit self-reflection from consumers and contemplation on how products like Gucci Bloom help consumers to become their most confident, self-reflective selves.

Towards the end of the film, Ms. Welch discusses how she has gotten older and wiser. With age, also has come an awakening to her truest, most attentive self.

"Being a creative person and getting older and wiser has been an awakening," she says. "The older I get, the more self-assured I feel and the more confident I feel in my work and in life."



Florence Welch has been a Gucci ambassador since 2016. Image credit: Gucci

The short film closes with Ms. Welch running through the garden area of the grounds as her voiceover points out that at this point in her life, she realizes the changing seasons.

The singer adds that in some ways, she is always working on expressing herself.

"Everything feels like a creative act," she murmurs before the film's credits and the accompanying hashtag, #InBloom.

Making music with Gucci

Ms. Welch has been a Gucci ambassador since 2016 and is one of many musicians to work with the brand.

She has appeared in multiple Gucci campaigns over the years, and the fashion label even provided the wardrobe for the performer during a world tour in 2019.

Ms. Welch was dressed in Gucci throughout the entirety of the band's "High as Hope" tour. Ms. Welch also acted as the brand's jewelry ambassador at the time, and is a close friend of creative director Alessandro Michele and the brand ([see story](#)).

Last year, Gucci enlisted singer and actor Miley Cyrus for a free-spirited campaign centered around its fragrances.

Ms. Cyrus appeared in the "Flora Fantasy" campaign, a cheerful and colorful effort that pays homage to Japanese pop culture. With a public persona that is both sweet and edgy, the former child star exemplifies Gucci's values of self-expression and inclusivity.

Ms. Cyrus joins other musically-inclined stars who have appeared in Gucci campaigns, including British singer and actor Harry Styles, American singer and actor Jared Leto and American singer Lana Del Rey ([see story](#)).

The latest vignette is just the beginning of Gucci and *Vogue's* creative project, as The Awakening series will continue illustrating the fashion label's ethos of self-expression, growth and confidence.

"Ms. Welch is perfect for Gucci Bloom as the Gucci woman is someone who is confident, unconventional and unapologetic," Ms. Smith said. "There is also a nuance that Ms. Welch provides where she takes all of these elements and makes them unique to who she is as a person."

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