

APPAREL AND ACCESSORIES

## Gucci partners with health platform on tech-enabled ring

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*The Gucci x ura smart ring aims to increase mental and physical wellness. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has collaborated with wearable health platform ura to bring fashion and technology together as one in a new ring design.

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Using ura's data analytics, the smart ring is said to deliver accurate and personalized health information, insights and daily guidance to its wearers. In an attempt to promote well-being and self-discovery, Gucci's partnership with ura aims to empower consumers to unlock their mental and physical potential.

### Smart fashion

The ring features the recognizable Gucci Interlocking G in 18-karat yellow gold and framed by braided torchon detailing around the band. Made of black synthetic corundum and weighing four grams, the ring is equipped with ura's Generation 3 technology with includes sensors and components tracking key body signals.

The theme of a "journey of self-discovery" is brought to life in a campaign that showcases the ring's personalized and responsive capabilities through a narrative that follows a protagonist's face-paced routine, highlighting how she maximizes her day based on the ring's guidance.

*The protagonist unlocks her potential using the Oura App*

The Gucci x ura smart ring also monitors heart rate, temperature, and sleep activity, empowering the wearer to unlock their potential through insight and guidance provided by the URA App.

The suite of advanced sensors in the Gucci x Oura Ring read heart rate, respiratory rate and temperature to reveal the effects of stress and illness. The sleep analysis functionality tracks sleep quality based on the body's key vitals and time spent in each sleep stage.

Each day these personalized health metrics are summarized into Sleep, Activity and Readiness Scores, which are displayed alongside insights and personalized guidance.

The ura app then translates the body's physiological messages and offers science-backed content on how to

optimize each day.

The Gucci x ura Ring is available now at [Gucci.com](https://www.gucci.com) and in select stores around the world. It retails for \$950.

The Italian brand has been busy this week, as it also launched a campaign for its newest Blondie handbag and accessory collection. Envisioned by creative director Alessandro Michele and art director Christopher Simmonds and captured by Angelo Pennetta, the campaign unveils chic moments among New York's most recognizable landmarks ([see story](#)).

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