

Florence Welch.

With her new smash hit album, we caught up with Florence Welch to find out what the future holds and what 'The Machine' actually is.

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It's a cold February morning in a beautiful park in central London and Florence is celebrating the success of the latest album. Between her preparations for her latest tours and the multiple award shows that she has to attend and of course all the glorious fashion shows she simply must attend we were lucky to get an interview with the most fashionable and raddest woman in music.

C: Hello Florence, thanks for meeting us today!

F: No problem, it's lovely to step out of the hustle and bustle of city life for a while.

C: So how did the process of making the new album Ceremonials work for you?

F: I spent a long time after I released Lungs focusing on the type of album I wanted to make, Ceremonials was exactly what I envisaged so in that sense it was a easy process that I loved doing!

C: It's clear you love your fashion but it's not conventional, your music also pushed the boundaries certain aspects, was you ever afraid of the response you might get from people?

F: I never really fitted in when I was in school but it's better to be yourself than someone who you're not comfortable with. I put my awkwardness into good use and created music that reflected me as a person not a complete stranger.

C: We all know fashion is your second love but is there anything else that you want to achieve in your career?

F: I really want to try and develop a make up line which is accessible for my fans, I also want to go it to acting, mainly independent films which I really have a connection with. I want to be able to connect to my fans on another level which I think would be helped through acting.

C: Do you have a favourite song that you like to perform live?

F: I used to love performing My Boy Builds Coffins as despite the title it has such a fun and loving atmosphere and it was one of my songs that the crowd really go mad for. My favourite song from Ceremonials is Shake It Out as it's one of my favourite songs off the album and it's one of those songs that everyone can enjoy and connect with.

C: What's the most played song on your ipod right now?

F: Um, it's probably a tie between Chevy Chase by Spector or Call Me Maybe by Carly Rae Jepsen as it's my guilty pleasure.

C: So finally Florence, so what is the Machine?

F: The Machine is the band that travel around with me but they change so often that it's easier just to refer to them as 'The Machine'.

C: Thank you for your time and good luck with the future!

Photos by Ellen Brooking

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