

# Franca Sozzani

## Quotes

*Thinking, People, Fashion, Years, Support, Character, House, Italian, Jobs,  
Two, Communication, Tired, Past, Beautiful, Book, Organization, Mean,  
Instagram, Government, Views*

I don't like fashionistas. They only wear the brand. You want to become a fashionista? Easy! Spend money.

~Franca Sozzani

Giving back is the new luxury.

~Franca Sozzani

My view is not just to find young talents, it's to support them too.

~Franca Sozzani

Bloggers now have no concept. They are given things; they put them on, take pictures, and then just disappear from sight. Who cares?

~Franca Sozzani

Fashion is a mirror of the era in which we live. Why should the magazine be disconnected from reality? It's not like in the past.

~Franca Sozzani

I feel what is in the air. I go with my instinct.

~Franca Sozzani

Think of Instagram. Journalism will continue to exist, but communication is now visual.

~Franca Sozzani

Today it's normal. Photos used to be a support to the text, but we turned things around, reducing the words to a minimum.

~Franca Sozzani

Social media are fundamental to communicate and understand what happens in the world. It's a point of view and an immediate commentary.

~Franca Sozzani

Vogue is not a practical magazine, it provides sensations, feeling, moods, you like the photos.

~Franca Sozzani

I try to renew and create something new every time.

~Franca Sozzani

As for Instagram, I follow about 100 people, but I am not interested in what a designer is doing or what a friend of a friend is doing. I upload my photos on Instagram.

~Franca Sozzani

Everything inspires me. It could be a movie. It could be a book. It could be a house. It could be one word - I'll think for hours and hours about one word sometimes. It could be anything.

~Franca Sozzani

What is Milan's character? Let's not be closed in by our provincialism.

~Franca Sozzani

What worries me is that now, communication is virtual.

~Franca Sozzani

I don't understand "The Little World of the Past" [a reference to the title of the book by Antonio Fogazzaro] that is destined to die.

~Franca Sozzani

This is a choice I made 26 years ago when I joined the magazine. Vogue was in Italian but I wanted to speak to everyone so I thought of creating images that were made to talk.

~Franca Sozzani

You just click and you get 18,000 screen shots on how to apply lipstick, for example, but there will be the same selection that has taken place in

paper in digital, too.

~Franca Sozzani

I don't think when you work you have to please everybody - you make a choice. It's not like everybody who is in front of you has to become your best friend.

~Franca Sozzani

I say let Matteo Renzi work. He took over a country that was in disarray, not floundering. And not the other way around.

~Franca Sozzani

I don't have time, I watch movies, or shows people are talking about. Television is the medium I use the least; I'd rather use my computer, iPhone or iPad.

~Franca Sozzani

I didn't need to get married again. It's great to be in a situation in which you're happy. But, you know, I'm not tortured by love. I'm not tortured by chagrin d'amour. I'm old now.

~Franca Sozzani

[Patrizio Bertelli or Gillo Zegna] are individuals who are superbusy, traveling all the time. You can't think they will have the time to attend all the meetings.

~Franca Sozzani

The light of the screen annoys me.

~Franca Sozzani

Fashion has always been very generous. Think of what it has done for curing AIDS.

~Franca Sozzani

I never program anything, I decide at the last minute.

~Franca Sozzani

Milan is showing a new and different face. At Porta Nuova, too, when they started construction, everyone was up in arms, saying Milan was going to lose its character.

~Franca Sozzani

I am a great supporter of [Matteo ] Renzi, he is young, he knows how to communicate, he's our great hope.

~Franca Sozzani

You can look up "heart" and get 100,000 voices, but slowly the ones at the end are no longer credible, so there will be a selection in Web sites, too.

~Franca Sozzani

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