

# Frida Giannini

## Quotes

*Thinking, People, Men, Fashion, Real, Fighting, Giving, Summer, Needs,  
Strong, Musician, World, Couple, Designer, Growing Up, Art, Girl, Crazy, Eye,  
Watches*

Venice never quite seems real, but rather an ornate film set suspended on the water.

~Frida Giannini

I don't want to be too 'classic' because it's not in the DNA of Gucci. You need to be a little bit provocative.

~Frida Giannini

When I joined Gucci in 2002, I immediately wanted to make a research trip into the archives because I'd heard about how incredible they were, but I never had the opportunity to visit them.

~Frida Giannini

I don't like to treat a piece of clothing like an object of art because I don't consider myself an artist. I'm a designer.

~Frida Giannini

My biggest satisfaction is always when I make something beautiful and well-done that I can see on a real man or woman - not only in the glossy magazines.

~Frida Giannini

I am comfortable giving people direction. If something is not good enough, my job is to find a way to help them learn from their mistake, and understand that next time I expect better.

~Frida Giannini

The first thing I notice about a man are his shoes. Then I look at his watch.

~Frida Giannini

If we give girls and women the chance to change their lives, they can change the world.

~Frida Giannini

I think the '70s are always inspiring to me. I was born then, so I have a lot of memories about how my parents were and what kinds of movies I was watching.

~Frida Giannini

I always loved the look of musicians. I've always admired them because they have a look - when I was growing up, it seemed that the ones I liked didn't need to have a stylist.

~Frida Giannini

All the drawings and sketches and clothes of Yves Saint Laurent in the '70s were so colorful, so bright.

~Frida Giannini

The idea of 'ferie,' or summer break, is a long tradition of which all Italians, including myself, participate. It's a time to relax, reflect and recharge.

~Frida Giannini

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