



PRESS RELEASE

THE FRANCA FUND The Franca Sozzani Fund

Fondazione Sozzani continues its efforts to highlight the importance of circular fashion and sustainability for the future. A unique selection of outfits and accessories from the Franca Sozzani wardrobe will be on display and for sale at Fondazione Sozzani – via Tazzoli 3, Milan, starting September 15th to October 30th, 2022.

As editor-in-chief of *Vogue Italia*, **Franca Sozzani** was never apologetic when using the pages of her publication to champion causes such as environmental protection or “Rebranding Africa,” which highlighted everything that is positive about young African fashion designers, artists, and musicians.

As goodwill ambassador for Fashion 4 Development (a global partnership between the fashion industry and the United Nations), she initiated projects to help women become independent, creating job opportunities in agriculture or fashion. In 2014 she created the Vintage Project, a permanent store with clothes and accessories from the most important fashion brands, with the goal of raising funds to support cancer prevention research for IEO (European Institute of Oncology).

Franca Sozzani had a very personal style, beyond fashion. As she used to describe herself, *“I want to be myself. I am not interested in what is or is not fashionable, I am not a fashionista, I want to have my own style... I like color, I like classic pieces with a touch, I love jewels. My style is difficult to describe in words. What matters is to feel yourself.”*

Sharing her unique style will inspire consumers to think about the impact of their own clothes on the environment and encourage them to support sustainability and participate in the circular economy.

On sale are clothes she used to wear designed by **Azzedine Alaïa, Prada, Yves Saint Laurent, Gucci, Valentino, Miu Miu, Alberta Ferretti**... accessories by **Fendi, Louis Vuitton**... and shoes by **Manolo Blahnik**...

The offering also includes **vintage pieces** Franca Sozzani collected as she loved to browse flea markets and vintage stores to find unique pieces.

She observed, “The beauty of vintage is to be able to mix the old with the new, pieces from the past and the newest designers, and shake them together, creating a style that is nobody else’s. To find a unique vintage piece is a magic moment. You become the owner of something which is only yours, automatically you are different, you create your own style, and you are inimitable.”

Each item is accompanied by a **certificate of authenticity** from the Franca Fund.

To further encourage the digitized circular fashion ecosystem, and thanks to the partnership with the leading Web3 phygital NFT platform for fashion and art, **SPIN by lablaco**, a special selection of 25 pieces come with individual **NFT labels** which permit users to read the story of the item and trace its ownership.

On sale there are also several artworks from her collection – such as **Vanessa Beecroft, Peter Lindbergh, Mats Gustafson, Steven Meisel**, and **Takashi Murakami**.

All profits from the sale will go to **The Franca Sozzani Fund for Preventive Genomics** at Harvard Medical School. The objective of the fund is to leverage research and advocacy around preventive genomics so that everyone, regardless of ethnicity or socioeconomic background, may discover personalized strategies to promote health.

FONDAZIONE SOZZANI

via Enrico Tazzoli 3 – 20154 Milano, Italia
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ABOUT THE FRANCA SOZZANI FUND

The Franca Sozzani Fund for Preventive Genomics was established by Francesco Carrozzini in his mother's honor in 2018 at Brigham and Women's Hospital and Harvard Medical School. Carrozzini co-founded the initiative with artist D.A. Wallach and Genomes2People director Dr. Robert Green. Central to this research is the commitment to social justice and ensuring that the future of medicine is an equitable one. The Fund has secured multi-million-dollar NIH grants to address the racial and ethnic disparities within the field of genomics and is actively seeking philanthropic support to accelerate this critical work.

ABOUT FONDAZIONE SOZZANI

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Fondazione has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported since 1990.

ABOUT SPIN BY LABLACO

SPIN by lablaco is the world's leading phygital NFT metaverse for luxury fashion, art and culture, designed to accelerate the transition to an end-to-end digitized and connected circular fashion system.

THE FRANCA FUND

The Franca Sozzani Fund

on view from September 16th to October 30th, 2022
from Thursday to Sunday, 11am – 7pm
or by appointment +39 02 29004277

Fondazione Sozzani

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