

Jean Charles Boisset, the 'James Bond' of the wine world says 'no to grunge'

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Jean Charles Boisset, proprietor of the Boisset Collection.

With his slicked back hair, well tailored suits and cool attitude, **Jean Charles Boisset**, proprietor of the Boisset Collection, is often called the **James Bond** of the wine world, a title he's grown to love. "I take it as a compliment!" he says.

The flamboyant dresser loves a classic style. "I like doing things in style — which I assume is the Bond way," he says. But there's a style this Frenchman cannot stand and that's boring clothes. "I find boring and dark colours sad." Grunge is another trend.

"I am just not into it and I see this look a lot in America. I am really not a fan of the flip-flop and shorts look. I have a hard time with casualness because I don't understand it too much. You could be relaxed with a touch of style," he says.