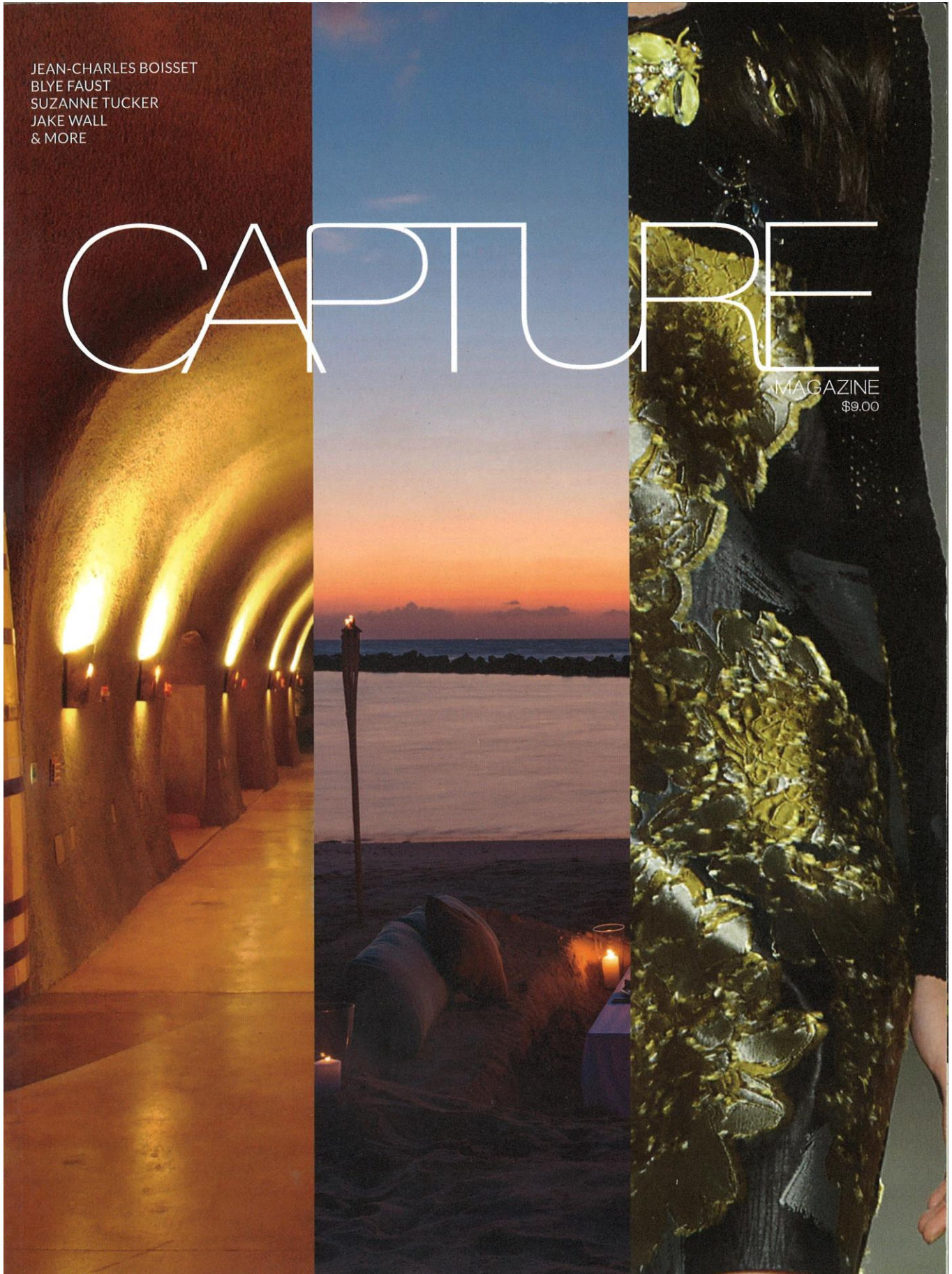


JEAN-CHARLES BOISSET
BLYE FAUST
SUZANNE TUCKER
JAKE WALL
& MORE

CAPTURE

MAGAZINE
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jean-charles boisset

Jc
b

a Q&A
with JEAN- CHARLES
BOISSET, the connoisseur
of GOURMET bites, sips,
& everything LUXURY...

C - You come from a French wine legacy family. How have you made the transition from France to Napa Valley?

JCB - My grandparents were school teachers who survived World War II thanks to American soldiers... they taught us always to respect and admire the friendship among France and the United States. My parents started the winery in 1961, and they too, taught an admiration for the American dream and entrepreneurial spirit... I went to French school in Washington DC. The two cultures are really very compatible. I feel I have a calling to be here- to cement the cultures of both France and America. There is something magical about the French and American cultures.

C - What drives you?

JCB - Creation drives me!! I want to create an experience for people, to electrify them. I want to create dreams and experiences for them so they can discover their senses.

C - Where do you stop?

JCB - Why stop!? We've really only just begun! We love and adore to create, to inspire, and to help others realize new experiences, new emotions and discover their passions...

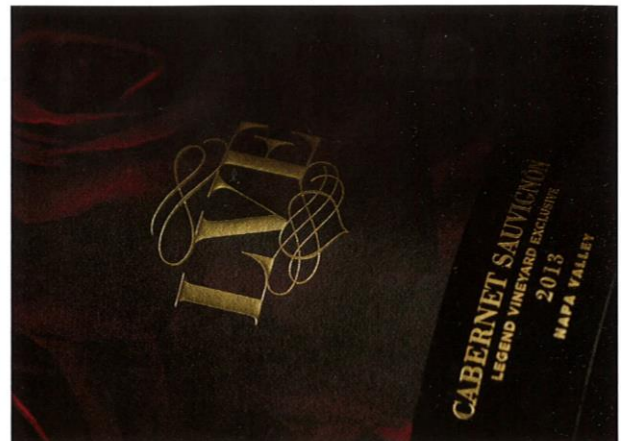
C - You have recently connected with John Legend and created a new wine brand together. How did that come about?

JCB - John and I have been friends for some time. I have said no to other celebrities who have come to me in the past about collaborating on a brand, just for brand sake. But when John came to me and said, "I want to create a wine that celebrates both wine and music-I became very excited!" We spent two weekends together blending, going back and forth from the Red Room with John at the piano, and then back to the winery to blend. We wanted to create a wine that was sexy, inviting, harmonious, voluptuous and that had a melody. It was a real process- he made it with us. We added the world of music to the world of wine, "All of me - all of you". That was the creation of the new LVE label. We only made 1500 cases. The first vintage sold out very quickly so we've just released the 2014.

C - Will it be ongoing?

JCB - Yes, our goals for the LVE Collection were to add a new texture, a new fabric, a new emotion to the wine world and a new collaboration between the art of wine and music... To share with friends, family and fans the exceptional moment that connects mu-

sic with the palette, where wine intersects with harmony to create the ultimate mood and moment of celebration. Together, wine and music, paired with loved ones, can transcend an ordinary moment to create a resplendent one. Our goal is that LVE Collection wines do just that.



Boisset Collection



John Legend (left) and Jean-Charles Boisset.
Photo by Eric Ryan Anderson

C - If you were not managing a winery business, what would you be doing?

JCB - I am living my dreams now. Whether styling jewelry or creating new experiences in wine and bringing together luxury brands to be enjoyed. I love the smaller brands driven by people: Baccarat, Lalique, Louboutin, Alexander McQueen, etc. A friend said of me that my obituary would read, "he was born, he dreamt, and is still dreaming". I am hungry to do more, to help people find their passion. Whether enjoying a glass of wine at home by themselves or celebrating with friends.

C - How do you disengage?

JCB - We never disengage! We adore life and pursue all our passions with enthusiasm and energy at all times!

C - Is there something special you would like us to know about you?

JCB - I am authentically who I am ... born in the vineyards and beside nature, the natural rhythm of life energizes and guides our decisions... and we wrap our inclinations toward nature into the expression of art, luxury, and the creation and realization of our dreams. That I am as passionate for the act of creation as I am for the world of wine.

C - Do you have advice for other entrepreneurs who are also dreamers?

JCB - Yes. It is easy to allow the daily routine of running a business to impose on one's ability to achieving your vision. It's important to honor your rhythm and capitalize and harness the energy and realize your creative vision. You may have only a brief moment of creative clarity, so you must harness this moment and attack!



Photo by Moanalani Jeffrey

A NEW LUXURY WINE & CULINARY EXPERIENCE IN YOUNTVILLE

JCB's new Tasting Salon and the adjacent Atelier is a destination to experience not only fine wines but also a curated assortment of gourmet delights. This unique approach unites exclusive Napa and French wines with gourmet tastes and luxury retail items curated by Jean-Charles himself. The retail boutique showcases the finest luxury goods from around the world such as Lalique, Baccarat, and Christofle to name a few.

In the adjacent Atelier, is a curated assortment of gourmet delicacies. These are an elegantly presented collection of products sourced locally in Napa and Sonoma alongside discoveries from the best international producers from France, Italy, Spain and more. It includes: salts, peppers and spices, mustards, honey, olive oil and vinegar from Boisset's winery estates, smoked salmon, caviar, anchovies, truffles, foie gras, terrines, charcuterie, more than 120 cheeses, chocolate, specialty teas and coffees. Speaking on the new opening, Boisset says, "We are ecstatic to share our vision of the wine lifestyle, where wine is at the center of life and surrounded by art, luxury products including jewelry, crystal, books and the finest of the epicurean world. It represents the producers and houses that we adore the most, having been curated for years. It is here for all to enjoy, to taste and to discover!" □

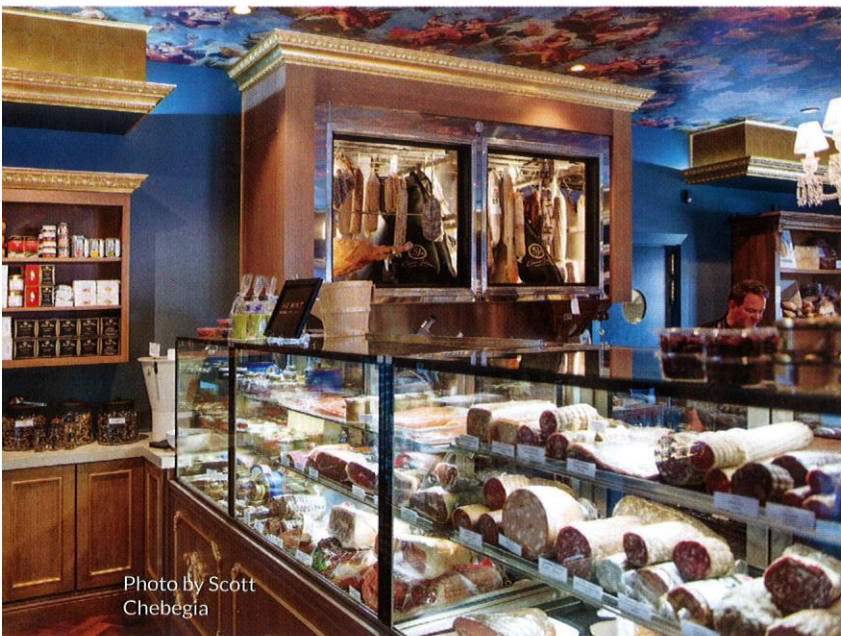


Photo by Scott Chebegia