

KOREA PORTAL

John Legend's Wine Brand LVE Launched; Statement Released!

BY PETER FERRER / NOV 06, 2015



Oscar award winning singer John Legend has teamed up with Raymond Vineyards to create his own wine collection called LVE, according to the [Toronto Sun](#).

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Legend partnered with wine experts Stephanie Putnam and Jean-Charles Boisset in California.

"Got the first case of my new wine brand in conjunction with Raymond Vineyards: LVE! So good," posted Legend on [Instagram](#). "Can't wait for you to try it [LVEwines.com](#)"

LVE stands for Legend Vineyard Exclusive.

The singer posted a photo of him holding a bottle of his 2013 Napa Valley Cabernet Sauvignon and the inaugural vintage includes a 2014 Napa Valley Chardonnay as well.

"Everything that I do creatively comes back to who I am as a person," shares Legend to [Wine Spectator](#). "I personally love wine and I know that my fans love to enjoy my music with wine."

The Grammy winner added that the project "was born from this discovery that something I enjoy and am passionate about can be a new extension of my creative vision, a new canvas of expression that will stir and inspire people alongside my music."

John Legend is not the first celebrity to join the wine business.

Brad Pitt and Angelina Jolie, Francis Ford Coppola, Drew Barrymore, Fergie and Sir Cliff Richard have their own labels as well.

Though this would be Legend's first time to venture into the winemaking, he is not new to the wine community.

In 2013, John performed his hit songs at the Wine Spectator New York Wine Experience Grand Award Banquet.

He also just recently attended the Auction Napa Valley in June where he gave a surprise performance of "All of Me." John alongside Raymond Vineyard owner Jean-Charles, helped raise \$850,000 that night for local charities.

Jean-Charles Boisset and John Legend's partnership developed when Legend sent a proposal for a joint venture to Boisset.

"We accepted the project because (Legend) wanted to be very involved in it and he is really into the qualities of wine," said Jean-Charles Boisset. "He really crafted those wines with us. It was a full-fledged team effort."

The cabernet retails for \$85 and the Napa Valley Chardonnay is priced at \$45, both on sale at the LVE website.