

## Vintner Jean-Charles Boisset's luxe quotient: An India holiday, and Patek Philippe and Cartier watches!

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*A flamboyant dresser with classic style, Boisset likes to enjoy the simpler things in life.*

Jean-Charles Boisset, also known as the James Bond of the wine world, is the charming French vintner and proprietor of the Boisset Collection.

Born in a vineyard, tasting his first wine at seven (he would eventually name a wine under his JCB label 'No. 7' as a tribute) and now the owner of a number of vineyards, Boisset knows how to enjoy life — “even if it’s just eating a tomato sandwich on a wall,” he tells us.

### What does **luxury** mean to you?

My idea of luxury is to understand simplicity. I like to be able to evolve in all extremes comfortably yet allow the most important things in life to remain important. It’s about being able to enjoy the simple things.

### What has been the most luxurious experience you’ve had?

I experienced a ‘Secret Indulgence’ in [Napa Valley](#) earlier this year. It includes 11 environments in two hours. It’s a progressive dinner and experience, playing with all the elements in the world — like caviar on quail eggs — in unusual combinations. It is priced typically at \$1,000 per couple. It’s not just the price but the whole idea that makes it a luxury.

### Which destination do you recommend for luxury travel?

India — I have had an experience of a lifetime here. The sense of spirituality and relaxation is inspiring. It awakens and enlightens all your senses.

**What are some wardrobe pieces every man should own?**

Good shoes, cufflinks, scarves, jewellery and some nice jackets. You should have a signature style. I wear very unique shoes and red or purple socks.

**What would you consider your most prized possession?**

A most prized possession is what I don't possess yet. But, what I love the most in my wardrobe is my watch collection. My favourites are Patek Philippe, Audemars Piguet, Chopard and Cartier.

**What other brands do you enjoy wearing?**

When it comes to shoes, I always use the man with the red sole — [Christian Louboutin](#). I like to wear Scottish yarn socks with my initials. I make my own shirts in Paris with Egyptian cotton. I adore scarves too — the brand is irrelevant. It's more about the style and colours. I like wearing [Alexander McQueen](#) suits.

St Laurent and [Tom Ford](#) come in close. And I used to love Gucci quite a bit, but I like the style of Dolce & Gabbana.

**What is one thing you don't mind splurging on?**

(laughs) Just one?! I am in love with precious stones, my favourite is ruby. I like yellow diamonds and emeralds too.