

VOGUE

John Legend Serenaded the Crowd at the Surf Lodge During a Celebration for His New Rosé



“I love wine personally, and I’ve always felt like it went really well with my music...and a lot of my fans would tell me that,” said R&B singer and one-half of America’s favorite couple John Legend. “And so I met up with Jean-Charles Boisset [a vintner in Burgundy, France] and we spent a lot of time tasting, listening to music, and blending wine together. We just really hit it off, and so we decided to just start LVE together.”



On Sunday night, a very Montauk crowd gathered at the Surf Lodge for a one-hour-long performance from Legend; there was Molly Sims, Christie Brinkley and her spitting-image daughter Sailor, Francisco Costa (who held a celebratory dinner for his natural cosmetics line, Costa Brazil, that night), Selby Drummond, Peter Brant Jr., Dylan Lauren, Richard Phillips, and Cynthia Rowley with daughters Kit Keenan and Gigi Powers in tow. There was also a highly resourceful bunch, who took to kayaks and paddled up to the Surf Lodge's pond-side stage to hear the music—certainly one way to beat the Surf Lodge traffic and ticket prices!

And no, Chrissy Teigen wasn't there ("She's back home with Luna and Miles," Legend explained), but she was certainly in support of all of Legend's wine-related extracurriculars, and even partakes in the production. "She definitely gets final approval!" he said.



Just before sunset, the scene was bustling; bohemian macrame knit-dress-clad girls congregated in the sun with Persol-shaded boys. On stage, which was decorated with a triptych of artwork by Brandon Boyd, aka the lead singer of Incubus, a black lacquer piano sat, awaiting Legend's arrival. He soon appeared, in a green linen jacket by Gucci, and dazzled the crowd with an hour-long performance that began with a cover of the Beatle's "Here Comes the Sun" and ended with his beloved ballad "All of Me." If most Surf Lodge performances render the crowd animated and rowdy, Legend's did just the opposite, infusing the ambiance with relaxation and ease with his honeyed voice. It was, in fact, the perfect music for a glass of rosé in the sunset.