



Vintner & Designer Jean-Charles Boisset Explores the Senses in New Luxe Book

ST. HELENA, CA (February 12, 2019) — Fantastical. Sensorial. Emotional. Those are just a few words to describe the new large-format, velvet-encased book from Jean-Charles Boisset. Those adjectives also describe the author, a vintner and designer who draws inspiration from the world of wine to take readers on a journey. The book combines the life, passions and philosophies of Jean-Charles, while also entertaining and engaging the reader through a series of spectacular illustrations and interactive activities. With wine as its muse, the book invites the reader to explore the art of living by examining their senses and experimenting with new perspectives.

For this adventure, there is no better guide than Jean-Charles. Growing up in Burgundy, his life has been guided by his senses and fueled with endless curiosity, passion and energy. Today, Boisset Collection owns 25 wineries throughout France and California, three gourmet food shops and is also increasingly delving into the broader luxury world with JCB by Jean-Charles Boisset-branded spirits, glassware, jewelry, candles, soaps and room sprays. Boisset also partners with historic luxury purveyors such as Baccarat, Lalique, Christofle, Saint Louis and Bernardaud to offer crystal, silver, place settings and *objets d'art*.

In the introduction, editor Teresa Rodriguez writes, “Let’s consider these pages not as a book, but as a stage, and what comes next is a performance. Jean-Charles is the director, the conductor, the creator and lead actor.” Each chapter unfolds in a series of acts, told through the lens of Jean-Charles, who imparts his wisdom, stories and ideas, then provides interactive opportunities for the readers to engage in similar areas of exploration.

Included in the book are three-dimensional spreads, sensory panels, textural elements and detailed illustrations. The book comes with a gold pendulum that can be used with a custom-designed chart to help access the five areas of the human dynamic: passion, balance, health, energy and love. On every page, there is something enticing and stimulating to engage and inspire readers. Visually stunning, both inside and out, it is the perfect coffee table book, to be visited time and again.

With the release of the book, Jean-Charles will be touring major cities across the U.S., inviting members of the public and wine trade, journalists and corporate partners to explore his multi-faceted world and engage in immersive sensory experiences. To find a city near you, visit alchemyofthesenses.com/book-tour-dates

Please go [here](http://bit.ly/2Bx3ALH) for links to photos (bit.ly/2Bx3ALH)

About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion in luxurious tasting locations and experiences that transcend terroir, reaching beyond the traditional confines of wine to embody style and sophistication. The JCB collection of limited-edition wines and spirits unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style, JCB wines, spirits and accessories embody an uncompromising personality that transcends the traditional confines and are audacious, unique, and mysterious. For more information, please visit: jbcollection.com

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