

SAN FRANCISCO | PENINSULA | SILICON VALLEY

GENTRY



CELEBRATING **25** YEARS 1993 2018



Celebrations

with Jean-Charles Boisset



In celebration of GENTRY magazine's 25th anniversary, Jean-Charles Boisset, proprietor of Boisset Collection, shares how he makes special occasions shine. Jean-Charles, also known as JCB, is known as a bon vivant with a love for fashion and passion for life as well as a savvy entrepreneur and driven businessman. He leads his family's Franco-American company of more than 25 historical and prestigious wineries and tasting salons in the world's preeminent terroirs and has also expanded into luxury goods beyond wine.

Fashion: Is an outlet for creativity and self-expression! I always wear red socks – the color of wine, richness, fire... and passion! I love leopard as well, which represents agility, precision, speed and wildness!



Bubbles: Sparkling wine enlivens the palate and it is the perfect aperitif! I always have some of my JCB bubbles like GALA Champagne (even more special with Swarovski crystals) chilled to celebrate any and all of life's moments!

Gourmet Delights: I love caviar and cheese, and have brought them, along with amazing charcuterie, mustards, teas and our own First Growth Grand Cru Coffee into Atelier Fine Foods – an épicerie in Yountville that is a feast for all the senses!

Jewelry: The JCB Jewelry brooches, necklaces, earrings and cufflinks convey intimate messages, everlasting moments and feelings of joy... they encapsulate a taste for life's pleasures!

Spirits: I am so passionate about our new JCB Spirits – vodkas and a gin that took 15 years to perfect... made from vintage-specific Burgundian Pinot Noir and Chardonnay grapes and featuring two vodkas infused with caviar and truffle – truly the ultimate elixirs!



boissetcollection.com