



"It's important to me to create a wine whose quality is indisputable in character and flavor but that we land on a price point that's more egalitarian."

— Sarah Jessica Parker

Parker with Invivo Wines co-founders Tim Lightbourne and Rob Cameron;
(Photo courtesy of Hamptons Magazine)

SIPS IN THE CITY: HAMPTONS ICON SARAH JESSICA PARKER KICKS OFF HER STILETTOS TO STOMP GRAPES WITH THE RELEASE OF HER VERY OWN WINE LABEL THIS SUMMER.

When New Zealand-based Invivo wines (invivowines.com) cofounders Tim Lightbourne and Rob Cameron approached the actor to make juice that jives with her utilitarian instincts the time seemed right for a new project:

"Our first wine, a sauvignon blanc, is slightly bigger than the traditional version. I wanted it to be refined... I tend to like the teeniest [note] of apricot and a little bit of body. It will have a little more weight than a typical sauvignon blanc, but we're paying attention to and being respectful of what we think of as a proper sauvignon blanc." — S. J. P.

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By Amy Zavatto, Hamptons Magazine, July 2019