



Invivo co-founders Tim Lightbourne (left) and Rob Cameron with Sarah Jessica Parker.
Photo courtesy of InvivoX/Sarah Jessica Parker)

Wine Spectator

By Lexi Williams, *Wine Spectator*, September 10, 2019

SARAH JESSICA PARKER'S WINE PREMIERE

THE ACTOR, PRODUCER AND FASHION DESIGNER GOES ALL-IN ON A NEW ROLE: WINEMAKER

On a spring afternoon in New York, Sarah Jessica Parker is seated at a table at Casa Apicii, a svelte Italian spot in Greenwich Village. But she isn't here for a leisurely lunch; she's here to work. The actor-producer-designer recently partnered with New Zealand wine company Invivo to expand her business interests into the world of wine, and today she's getting her first real taste of the job, selecting blend samples that will comprise the first of her new line of wines: the Invivo Sauvignon Blanc Marlborough X, Sarah Jessica Parker 2019, to be released Sept. 18.

"I love learning. I'm curious. I'm excited to have professional opportunities. But I also think that I have to be deserving of them. And I've never done anything where I've just put my name on it and walked away," she says. "If I'm not going to drink it and believe in it, if I'm not going to wear my own shoes, then who am I to ask anyone to drink it or wear my shoes or anything else?" – S. J. P.

