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Sarah Jessica Parker's authentic inroad into the wine world

An actress's journey from Hollywood to Marlborough's vineyards

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In a world where celebrity-branded wines are burgeoning, Sarah Jessica Parker's foray into the wine industry is a narrative that transcends the ordinary tale of star-endorsed ventures. Known predominantly for her seminal portrayal of Carrie Bradshaw in the cultural phenomenon "Sex and the City" and the continuation series "And Just Like That...", Parker has now cast herself in a role that diverges from the glitter of Hollywood to the verdant vineyards of New Zealand. Her collaboration with the wine label Invivo has not only produced a Sauvignon Blanc that garners critical acclaim but also marks her earnest commitment to the art of winemaking.

At the recent Wine Experience event, Parker graced the stage for an insightful dialogue with MaryAnn Worobiec, the senior editor and New Zealand wine taster, where she unveiled her genuine approach to wine as a devoted learner rather than an expert. Her philosophy is rooted in choosing projects that are not just extensions of her brand but avenues for genuine learning and growth. The inception of her partnership with Invivo, helmed by co-founders Rob Cameron and Tim Lightbourne, is a testament to this ethos.

The narrative of Parker's wine journey began in 2019 when Cameron and Lightbourne proposed the partnership. Initially reticent, given her modest wine knowledge and typical deference to friends in selecting wine at restaurants, Parker posed a pivotal question to her potential collaborators: Would this venture be a masterclass in winemaking for her, a space for growth and learning? The affirmative response from Cameron and Lightbourne not only instigated the partnership but also paved the path for Parker's transformative experience in the wine domain.

This partnership is far from a mere celebrity endorsement. Parker has delved into the nitty-gritty of winemaking, engaging in the blending process, and even immersing herself in the production, distribution, and marketing aspects of the business. This hands-on involvement was a deliberate choice from Parker, who sought to eschew the superficiality of a celebrity label to engage in an authentic mentorship with Cameron and Lightbourne.

The synergy between Parker and her mentors has been a dynamic exchange, with the trio developing a unique language of blending that marries Parker's fresh perspective with the established lexicon of the wine industry. The result has been a series of Sauvignon Blanc vintages, particularly the Invivo Sauvignon Blanc Marlborough X, Sarah Jessica Parker 2022. This wine, described by Parker with a sense of personification as a "full-figured Sauvignon Blanc," eschews traditional structure for a bolder, more unexpected profile while still paying homage to the characteristics beloved by enthusiasts.

Wine Spectator has consistently lauded Parker's vintages with high scores, a reflection of the quality that has only amplified with each passing year. The 2022 vintage, with its lush tropical fruit undertones and a more approachable texture, stands as a testament

to Parker's evolving wine narrative.

As Parker continues her journey within the wine industry, it is clear that her dedication to learning and collaboration has fermented into a venture that extends beyond the allure of celebrity. It is a venture grounded in passion, education, and a deep respect for the craft of winemaking.