

Jean-Charles Boisset

Secret Indulgence Wine Collection

JCB is a luxurious leading wine brand, based in California. The Secret Indulgence is a limited series of twelve special bottles. These prestigious award-winning wines are a collection of some of the finest in California.

The Design Laboratory designed this unique collection, which breaks the traditional wine codes and explores storytelling through wine and food pairing. By building a strong narrative and visual identity, The Design Laboratory has created a truly individual character and story for each bottle.

These stories are available on their own unique website [here](#).

The wines have also been ranked 90 points and above by wine advocate Robert Parker.

You can see his detailed review [here](#).

Creative Direction & Graphic