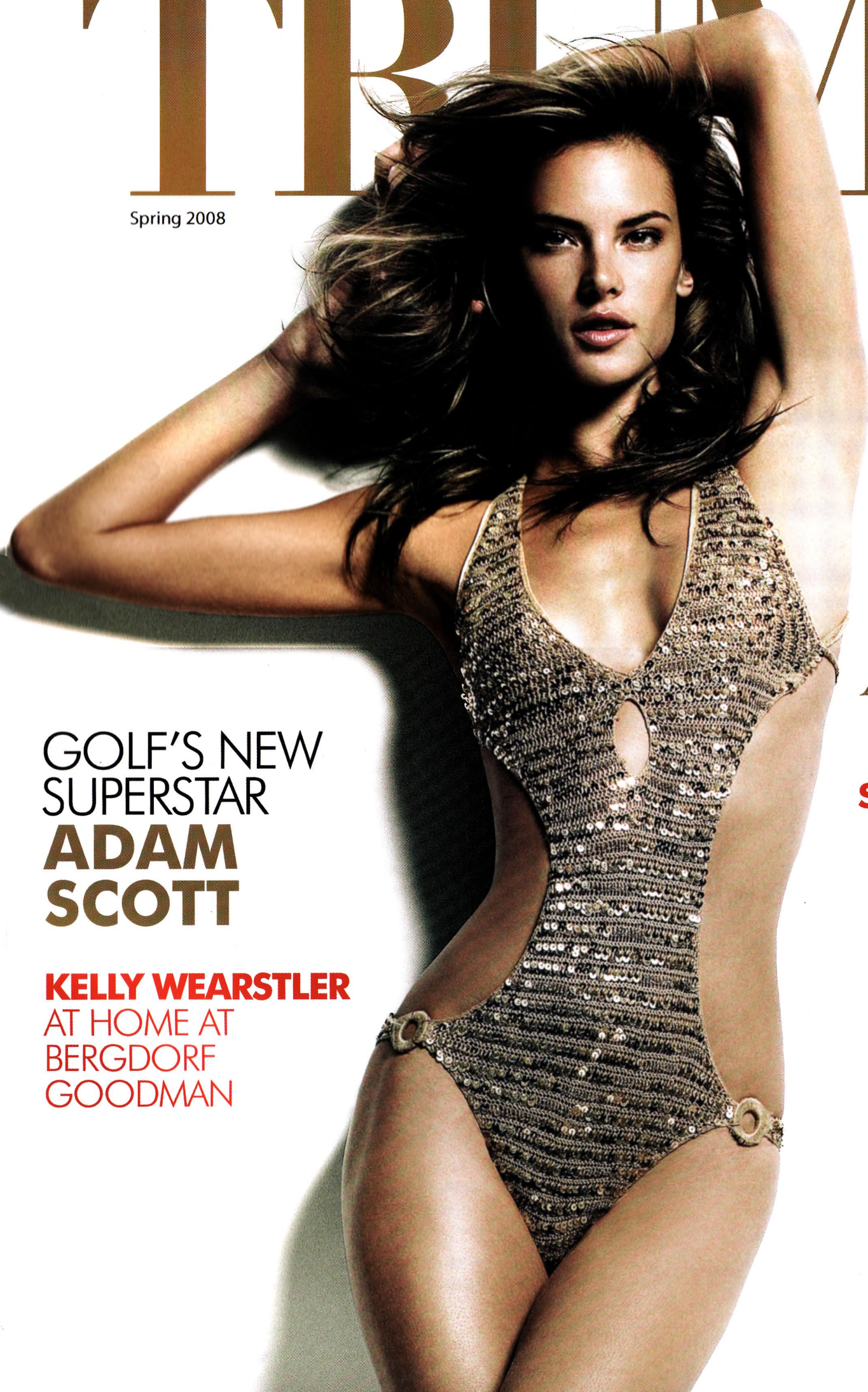


TRITON

Spring 2008



THE ICONIC
HERMÈS
BRACELET

TIFFANY'S
JOHN LORING
ON DESIGN
BRANDING

*Aston Martin's
Racy DBS*

STRETCHING OUT
ON EMIRATES'
NEW FLEET

GOLF'S NEW
SUPERSTAR
**ADAM
SCOTT**

KELLY WEARSTLER
AT HOME AT
BERGDORF
GOODMAN

ALESSANDRA AMBROSIO

LUXURY NOTES



Your Own Custom Vino

There comes a point in every wine lover's evolution when fantasizing about owning a winery takes hold. Then, of course, cold reality kicks in—sometimes the next morning—with the realization of fixed costs, inventory management and variable weather. But the best part of the dream may just be becoming reality. Crushpad, a new custom winery, can turn you into an armchair winemaker and help you crank out your custom bottles from the inside out.

If you enjoy Napa Valley Cabernet Sauvignon with a specific vineyard designation—the type of wine that can cost \$100 a bottle or more if you can find it at all—then making wine through Crushpad will bring you your wine by putting you in charge of making it from your home computer or the winery floor. Minimum purchase is one barrel, which, for Napa Cabernets, typically ranges from \$7,000 to \$12,000. But as a barrel yields 300 bottles wine, the per-unit cost is only \$24 to \$40. So say goodbye to the distributor and retailer and enjoy your creation without guilt.

Crushpad winery offers wine-loving dreamers the chance to craft their own Napa Valley Cabernet Sauvignon, complete with a custom-designed label.

And it's not just about saving money. Clients can be involved in every step of the process: Discuss with the staff winemaker the style of wine you would like and learn what type of barrel is best suited for it, how much "hang time" is needed for grapes on the vine, and whether extended skin contact for the grapes in the winery will be necessary. If sorting and destemming is your idea of a good time, then get purple up to your elbows at the winery in downtown San Francisco (a second in New York City is slated to open this fall). Graphic designers will ultimately help with the bottle's label design. Conversely, the complete armchair option means you do nothing and let the winery do all of the work. In two years 300 bottles of your wine will be delivered to your door.

Whether you do it on your own or with a group of friends or family, the hardest part might be pulling out all of those corks. Visit crushpadwine.com for more information.

—Tyler Colman