



OPPOSITE
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d'Estoublon. THIS
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Bruni-Sarkozy;
Roseblood 2023.

La Vie en Rosé

One-time supermodel, songstress, first lady of France . . . there's apparently little that Carla Bruni-Sarkozy can't do. And now she's sharing a slice of her Provençal paradise with the world via her new winemaking venture, Roseblood

words TESS DE VIVIE DE RÉGIE

When Carla Bruni-Sarkozy first visited the Château d'Estoublon, a 300-hectare, centuries-old property perched on the slopes of the Alpilles mountain range, it was love at first sight. "It's a magical place. Everybody is under [its] spell," she says from the music studio of her Paris home, a cosy sanctuary filled with instruments and countless photographs of family and friends. Bruni-Sarkozy warmly welcomes me inside while the family cat, Rêve, mooches serenely from the garden to the house and back again.

She and her husband, former French president Nicolas Sarkozy, partnered with media mogul Stéphane Courbit and Jean-Guillaume Prats (who formerly headed up winery Domaines Barons de Rothschild and LVMH's Estates & Wines division) to buy the Provençal property, heralding the birth of Roseblood, a chic range of rosés launched in 2020 and yet another feather in Bruni-Sarkozy's already well-plumed cap.

Served at the likes of Girafe and Loulou, two of Paris' buzziest restaurants, Roseblood officially launched in Australia in October, with

two Roseblood vintages rolled out across a clutch of prestigious addresses throughout the summer, including Promenade Bondi, Sofitel Wentworth and Bobbie's in Sydney, Raes on Wategos in Byron Bay and The Calile Hotel in Brisbane. Roseblood Rosé Vintage 2023 is an elegant tippie with fruity notes of peach, melon, raspberries and citrus, inflected with notes of white flowers. "We could drink it for *l'apéritif*, you know?" she suggests. "Just for fun, eating tapas on a summer afternoon." With a nod to the year of the chateau's foundation, 1489 Rosé Vintage 2022 provides a fuller finish and, per Bruni-Sarkozy, a remarkable "level of refinement".

The estate, which boasts an 18th-century castle, is part of the Airelles Collection of five-star hotels and one of only 119 members of the ultra-exclusive Comité Colbert, founded in 1954 by Jean-Jacques Guerlain of the namesake perfume house to promote and protect French luxury and *savoir faire*. In Bruni-Sarkozy's eyes, the property represents "the best of French tradition", with, of course, its wine, but also its range of award-winning olive oils and its *potager* (or kitchen garden), which supplies the chateau's restaurant, La Table d'Estoublon. Roseblood's bottles are ripe

with symbolism, from the curl of a snake on the label to the sensual rose and blood of its name, positioning the grounds as an Edenic paradise. "The real heaven probably has the best garden," she laughs. "But for us, Château d'Estoublon is the closest thing that we have."

The team brought on board oenologist Victor Joyeux, an alumnus of LVMH and New Zealand's Cloudy Bay, to develop the wines. "[He] really works with the colour and the perfumes of the land there," Bruni-Sarkozy explains. "It's a very down-to-earth job, even though it's incredibly inspiring and full of daydreaming."

Carla Gilberta Bruni Tedeschi was born in Turin in 1967. Her mother was concert pianist and actress Marisa Borini; legally, her father was composer and industrialist Alberto Bruni Tedeschi, though she told *Vanity Fair* in 2008 that her biological father was classical guitarist Maurizio Remmert. Raised in France from age seven, she signed, aged 19, as a model with Parisian agency City Models. Her big break came courtesy of Guess co-founder Paul Marciano, who cast a baby-faced Bruni-Sarkozy in a campaign for the brand in 1987. Throughout her twenties, she was a catwalk regular for Christian Dior, Chanel, Versace and Givenchy, among others. Bruni-Sarkozy walked the runway for Bulgari in May to mark the jewellery house's 140th anniversary wearing a show-stopping diamond-studded choker and made her debut as a Victoria's Secret model aged 56 at their relaunched show in October.

In the early noughties, she made her first foray into music; her debut album, 2002's *Quelqu'un m'a dit*, sold some two million copies globally and remained in the top 10 French albums chart for 34 weeks. Five more albums followed: *No Promises* (2007), *Comme si de rien n'était* (2008), *Little French Songs* (2013), *French Touch* (2017) and *Carla Bruni* (2020).

In her modelling days, Bruni was reportedly romantically involved with Eric Clapton and, later, with Mick Jagger. From her relationship with philosophy professor and radio and TV host Raphaël Enthoven, she has a son, Aurélien, who seems to be following in his mother's footsteps, walking for Versace's spring/summer 2023 menswear show in 2022.

In November 2007, she met then-president Nicolas Sarkozy. The pair married just months later, in February 2008, at the Élysée Palace,

and welcomed a daughter, Giulia, in October 2011. "When you're married to [the] president, you're always scared for him," recalls Bruni-Sarkozy de Nagy-Bocsa, to use her official married name, of her husband's time in office, which ran until May 2012. But it was a "very interesting" time as well, one that saw her meet the late Queen Elizabeth II, the Dalai Lama, Nelson Mandela (she sang at his 91st birthday at New York's Radio City Music Hall in 2009) and Barack and Michelle Obama. Of these encounters, she reflects, "I felt very privileged". She served as Global Ambassador for The Global Fund to Fight Aids, Tuberculosis and Malaria, a cause close to her heart, having lost her brother, Virginio, to complications of AIDS in 2006.

Now, she faces another test of strength. Nicolas Sarkozy is set to face trial next year over allegations he accepted millions of euros in funding for his 2007 presidential bid from former Libyan dictator Muammar Gaddafi. In July, Bruni-Sarkozy was dragged into the scandal, charged with fraud and witness tampering. The timing of any trial was unclear at time of writing.

In the meantime, life goes on. Having recently wrapped a small acoustic tour in Europe, Bruni-Sarkozy is focusing on writing more music. "Some people make an album every year. But I'm very slow," she laughs. She

notes common threads between her role at Roseblood and songwriting. "[Before Roseblood] I wouldn't have guessed how much creativity and how much inspiration there is behind winemaking. And tradition."

For Bruni-Sarkozy, inspiration for her manifold creative endeavours doesn't come "intellectually", but rather via instinct. "I find creativity in many places of life, as long as human beings [are] involved. Winemaking is very similar to creating music, because creation is about starting from scratch. And that's what we did with this wine: we started from nothing. Just this beautiful land and our dream and our vision." HB

Photography: Master Media Lab (Château d'Estoublon); Sébastien Valente (Carla Bruni-Sarkozy); Alix Soubielle (Roseblood).