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MEN

COOL



STYLE

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I leave the house—
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thing, blue
nail polish.”*
—Jeff Durham

These are exciting times for Gentleman Farmer Wines, a Napa boutique winery known for its cabernets, chardonnays and rosés. Owners and life partners Joey Wolosz and Jeff Durham recently added a Sonoma Coast pinot noir that will be released to the Gentleman Farmer Wine Club Collective in December and to the public in 2023. “I’m excited we’re now working with pinot noir,” says Wolosz. “Our winemaker, Jérôme Chéry, is from Burgundy, the motherland of the varietal.”

Inspired by Bordeaux chateau tradition, the gents are also known throughout Napa Valley as the consummate lunch party hosts. Invitations to midday soirees in their 1926 Craftsman bungalow are highly coveted. The duo recently started major renovation on the bungalow, where a massive chefs kitchen will be dropped into the middle of the space for even more elaborate lunches and wine pairings. The scene is always festive: Wolosz, who wears an oilcloth Hedley & Bennett (hedleyandbennett.com) waxed canvas apron, whips up everything from his own housemade mustard and brioche to terrines and prosciutto. Durham serves the five courses and buses tables amid the unending cheer in the room.

Fashion plays into nearly every aspect of their work and social lives, which are vitally linked. “My closet is probably 99% blue,” says Wolosz. “Over the years, I’ve shifted to intentional-casual. I never want to be stuffy—this may be a side effect of living in wine country. Denim shows up quite a bit. I have some soft Brunello Cucinelli (brunellocucinelli.com) shirts, a

I have some soft Brunello Cucinelli (brunellocucinelli.com) shirts, a Montcler (moncler.com) outer vest and a Western corduroy Tom Ford (tomford.com) jacket I'm pretty fond of. I have many pairs of Vans (vans.com), a coastal California influence of my youth."

For his look, Durham, who owns more than 50 hats, says he favors color schemes (blue, black or brown) that he can easily match with favorite brands like Todd Snyder (toddsnyder.com), Theory (theory.com), Ron Dorff (rondorff.com) and APC (apc-us.com). "I like to lay items out on the bed to get a good visual of where I am in my head," says Durham. "As opposed to Coco Chanel, I like to add one item before I leave the house—like my new favorite thing, blue nail polish."

The business of winemaking is fraught with more curves than a Napa Valley switchback. One bit of advice that has served the couple well came from fellow vintner Allison Steltzner: "You be you." They've never wavered from this nugget. "It's more than just wine," says Durham. "It's about relationships. It's about hospitality and sharing it at the table with friends new and old."

Founders, Gentleman Farmer Wines
gentlemanfarmerwines.com

JOE WOLOSZ AND JEFF DURHAM