

Invivo x MONARQ Group sign distribution deal



Tim Lightbourne & Rob Cameron, Co-Founders at Invivo & Co.

Invivo & Co. and MONARQ Group have signed a distribution deal to bring Invivo's wine collaboration with Sarah Jessica Parker "Invivo X, SJP" into the markets of Latin America, Mexico and the Caribbean.

Since launching in New York in September 2019, the Invivo X, SJP's wine collection - featuring a Sauvignon Blanc and Rosé - has become an instant hit worldwide, racking up over 55 accolades including 15 Gold medals. The Invivo X, SJP Sauvignon Blanc has been awarded three 90+ point ratings from "Wine Spectator" for its first three vintages and was included in the global wine authority's "Top 100 Wines" in 2020.

The unique collaboration between Invivo and Sarah Jessica Parker is proving to be a successful long-term partnership, with SJP tasting and blending the new vintages of each wine annually. The fashion icon is on the board of Invivo USA, and the "X" on the wine label represents her signature Instagram sign-off "X, SJ." The colorways of each of the wines in the Invivo X, SJP collection are matched to a colorway in her shoe collection, SJP Collection.

"The Invivo team is very excited to be working with the MONARQ team to launch the Invivo X, SJP wine collection in Latin America, Mexico and the Caribbean. Our goal is for customers to purchase the wine because they're interested in Sarah Jessica's collaboration, and then return to it because of the wine's quality; we can't wait to hear what our new customers think of the wines," says Co-Founder, Tim Lightbourne, Invivo.

“We are proud to team up with likeminded Invivo & Co. to represent the multi-award-winning Invivo X, SJP New Zealand Sauvignon Blanc and Provence Rosé wines in our part of the world. We love the concept of these incredible wines in their great looking bottles. We are looking forward to working with the Invivo team to achieve our mutual expectations,” adds Robert de Monchy, Founder & Managing Director, MONARQ Group.