

# THE ATLANTAN

## LUXURY LIVES!

ATL WISH LIST 2010

Our Glam Guide to Gifting  
Over-the-Ton Timenieces



### Perrine Prieur: Perrine's Wine Shop

Perrine Prieur, 27, is slight and blonde, a wisp of a woman born and raised on a vineyard in Burgundy, with a sharp mind full of knowledge that vinophiles crave. Once recognized as Best Young Sommelier in Bordeaux, she's traveled through France, worked in London and spent four years as sommelier of Joël Brasserie. Now she's flying solo at Perrine's Wine Shop, an airy new 1,000-square-foot Westside haven filled with simple French Provincial-inspired décor and 350 hand-selected wines from \$11 to \$500. Old World wines line the wall to the left; New World choices are to the right. Imported and local cheeses are on hand, as well as fragrant vinegars and truffle oils, random gift items, even a

**FRENCH TOAST** Gallic wine proponent  
Perrine Prieur at her Westside bottle boîte.

luxe skincare line from Bordeaux. But most important is Prieur herself. Her approach is hands-on, personal and direct. "You don't need Robert Parker to tell you what to drink," she says. Instead, she is on-site for upwardly mobile types who pop in from neighboring Star Provisions, Abattoir and the like. In seconds she zeros in on their tastes, then sparks their interest in little-known labels (biodynamic wine is also a specialty), propelling them to try selections she's chosen from the smaller appellations of some of the world's best growers.

Asked why the time is ripe for specialized wine boutiques in Atlanta, she points out that whereas once The Varsity's burgers would do, now we want Flip, Yeah! Burger or Holeman & Finch. "People are open to trying something else. They're interested in ingredients, and we're giving them an opportunity to taste something better," she says. 1168 Howell Mill Road, 404.254.5077, [perrineswine.com](http://perrineswine.com). **A**

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