



SANDRA JORDAN™

SANDRA JORDAN BIOGRAPHY

Sandra Jordan was not born with an appreciation for exquisite old world craftsmanship; she developed that sensitivity from years of research and study, travel, and teaching. As a child in Peru, Sandra was exposed to many traditional artisan crafts used in that part of the world. She remembers going with her aunts to select the cotton from which her dresses were made and then, with great care and deliberation, choosing the design and colors of the embroidered appliques for each dress. For Sandra, that was the beginning of her lifelong passion for time-honored art forms from around the world, and for the incredible diversity of products born out of these standing traditions.

Sandra's academic history is as interesting and colorful as her personal history. As a result of her stepfather's work in the diplomatic corps, she traveled extensively at an early age, receiving her primary and secondary education in British schools around the world. Her university education includes an undergraduate degree in International Affairs as well as graduate work in education and business administration.

After completing her studies, Sandra became an educator and founded a firm providing translation services. Over the span of twenty years Sandra built a reputation amongst her students, colleagues and customers for her compassion, enthusiasm and devotion to her subjects and work.

In 1993 Sandra married Tom Jordan, owner of Jordan Winery. From 1993 until 2007 Sandra Jordan served as the winery's Creative Director. In that capacity, she revamped the hospitality suites and public areas. Many of the appointments now at Jordan are from her furniture and fabric designs. Her design of the olive oil label, and the publications, Pictures at Jordan, and Estate Tales won her national awards.

Last fall Sandra launched her first book, the Art of Decanting. Many of her silver designs can be seen in the book.

It was while remodeling the winery dining room and suites that Sandra was inspired to create the Sandra Jordan Collection. She noticed that guests not only wanted to purchase Jordan wines as a remembrance of their visit, but they also wanted to capture a piece of the wine country lifestyle. From these questions Sandra saw an opportunity to accomplish several goals at the same time: create heirloom pieces reflecting the wine country lifestyle, cultivate the traditions associated with them, and ultimately, expand the Jordan brand to encompass more than fine wine.