



James Won - The Knighted Maverick Maestro of Malaysia

“Precision. Legacy. Roots.”

James Won is not merely a chef he is a movement. A visionary culinary strategist, culture builder, and brand collaborator, James has spent his life redefining the boundaries between cuisine, heritage, and luxury. Aptly hailed as *The Knighted Maverick Maestro of Malaysia*, he is known for transforming every dish into a dialogue each course a story that bridges East and West, past and future, nature and innovation. Appointed as Malaysia's first Krug Ambassade, James carries the torch for the legendary Champagne house, bringing its ethos of individuality and craftsmanship to life through refined, terroir-driven culinary expressions. His ambassadorship with Gaggenau, the storied German maker of luxury kitchen appliances, furthers his dedication to design, tradition, and avant-garde excellence making him the first Malaysian Culinary Partner to join its global ranks. Additionally, he serves as an ambassador for The Plan, a premier luxury kitchen and wardrobe specialist based in Kuala Lumpur, reflecting his commitment to excellence in kitchen design and functionality.

A master of meaningful experiences, James was also at the helm of the Macallan x 007 James Bond 60th Anniversary whisky launch in Kuala Lumpur, orchestrating a cinematic fusion of heritage, elegance, and prestige. His role as adjunct lecturer at Taylors Culinary Institute reveals his commitment to shaping future culinary leaders, cultivating both their technique and their conscience. James' signature initiative, Serumpun Sarawak, stands as a manifesto uniting sustainability, indigenous wisdom, and zero-waste principles into a living framework for the future of food. From reimagining airline menus with plant-forward finesse to curating fine-dining showcases at world expos, James works with purpose, blending the intellect of a strategist with the soul of a storyteller. A faithful disciple of his Master Sifu Jeff Chew, James infuses his culinary philosophy with the discipline and mindfulness imparted by his mentor, enriching his approach to gastronomy and leadership.

James has been honoured with countless international and homegrown accolades; he is the first Malaysian Chef to be honoured with the distinguished Knighthood (Chevalier) of the Order of Agricultural Merit by the Republic of France a testament to his contribution in bridging gastronomy, sustainability, and cultural diplomacy. He was inducted as Chevalier to the Ordre des Coteaux Champagne for his contribution in the industry of Champagne wines. He shares his life with two adopted rescue dogs, Mei Mei the gentle Labrador and Mylo the dignified Great Dane symbols of the love, loyalty, and groundedness that define his journey.

In every space he enters be it a kitchen, a classroom, or a world stage James brings his mantra to life: ONE TEAM, ONE VOICE. With Malaysia as his canvas and the world as his table, James Won continues to script a culinary legacy as bold, thoughtful, and unmistakable as his name.

Short Bio

James Won is Malaysia's Knighted Maverick Maestro — a French Knight, culinary visionary and brand strategist known for transforming gastronomy into immersive storytelling. He blends heritage, innovation, and sustainable philosophy to create experiences that transcend the plate.

Mid-Length Bio

James Won is a Knighted Chef Patron, strategist, and cultural curator who redefines the culinary landscape through his roles as Malaysia's first Krug Ambassade, Gaggenau Culinary Partner, and ambassador for The Plan. Recognised with the Chevalier of the Order of Agricultural Merit by France, James champions sustainable narratives through initiatives like Serumpun Sarawak and leadership at Taylor's Culinary Institute. His events — from the Macallan x 007 launch to global expos — fuse luxury with meaning.

Contact & Collaborations

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