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ESQ&A: Brad Richards on Style and Wine

The NHL is in a lockout, but that hasn't stopped New York Rangers center Brad Richards from making some moves. This week, at a press conference at Tribeca's New York Vintners, Richards was announced as the first ever brand ambassador for **UNTUCKit**, an e-commerce shirting company founded by businessman Chris Riccobono in 2010. Riccobono, who, like Richards, is a wine connoisseur, founded the brand out of his own personal need for the perfectly untucked button-down shirt. We caught up with #19 to chat about his new endorsement, and learned a thing or two about his favorite wine region in the process.

ESQUIRE.COM: So, tell us how you started working with UNTUCKit.

BRAD RICHARDS: A friend brought me the opportunity. I learned about the company and about Chris — he's a wine lover and an athlete, like me — and just thought it was a good fit. I really like the shirts and what the company was founded on, and knew it would be a great partnership.

ESQ: We already knew you were a man of style, which is why we summoned you to **model tailoring** for our November issue. And because of that, I know that fit is very, very important to you. Is that what sold you on UNTUCKit, their emphasis on fit?

BR: Yeah, fit is important for sure, but comfort was the number one draw for me. The shirts look good, but they're also incredibly comfortable, so it worked out perfectly.

Brad on his favorite designers — plus his preferred wine — after the jump...

By Nic Screws

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ESQ: We loved, by the way, that we shot you in a blue two-button Joseph Abboud [suit](#) you brought to the photo shoot yourself. Beyond Abboud — and now, UNTUCKit — are you a fan of any other designers?

BR: I also really like designers like Calvin Klein, Rag & Bone, and John Varvatos.

ESQ: Chris Riccobono's passion for wine inspired the names of the shirts in the line. If you were asked to name a shirt and style after a favored wine, what would it be?

BR: I would name a shirt after Pauillac wine. It's from Bordeaux, my favorite region for drinking wines. Chateau Lafite Rothschild and Chateau Latour are from that region — two of the greatest first growths ever — plus many others.

ESQ: Let's play "Finish the Look." What would you wear with your favorite UNTUCKit shirt?

BR: To me, the perfect outfit would be an UNTUCKit shirt, a Calvin Klein blazer, my favorite Rag & Bone jeans, and some John Varvatos boots.

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