

RICHIE NUZZ

soundtrack

This former model has fans across the world turning up his music as he spreads his personal call for everyone to "BEiMMACULATE."

How would you describe your style of music?

I would describe my music as global. It's more of a blend of all genres. Pop-based, but I still like to incorporate hip hop, dance, and of course jazz, since trombone has been my primary instrument growing up.

You released your first EP, *iMMACULATE*, last year. In the year since its release, how has your approach to your business and your brand changed?

I focus on every aspect of what I put out. I want my vision perceived to inspire. This is not a game for me. This is my destiny. I engage my fans in a way no other artist can. I am on a personal level with my fans. I strive to inspire my fans to be immaculate: Believe in yourself. Trust your passion. Pursue your dreams. I have accepted the role of leadership, and I am ready for what's to come.

Tell us about the "BEiMMACULATE" movement.

It's my way of life. Believe in yourself. Trust your passion. Pursue your dreams. I created a brand based on these principles. I think the world should strive to be immaculate. It is a brand to inspire, motivate, and encourage. It's an incredible feeling hearing my fans preach it.

Your first big break in the music industry was actually an appearance in Katy Perry's music video "Last Friday Night (T.G.I.F.)", where you played her main interest in the video. You also appeared in Britney Spears' video for "Work Bitch." Did working on these two videos influence your own career?

Absolutely. It made me hungry. I wanted to do my own thing. Working with superstars like Katy and Britney opened my eyes to something bigger. ■

In this issue of *Cigars & Leisure* we're focusing on New York City. For someone visiting the city, what would you recommend they do?

Go to SoHo. Shop till you drop, and hit the night scene. I was always a big fan of Houston Street and the Lower East Side. I would recommend stopping by La Esquina on Kenmore Street. I love the fact you can walk a few blocks and feel a taste of the world.

You have a great sense of style and even attended the Fashion Institute of Technology in New York City. What do you see a lot of guys doing wrong when it comes to their style?

I would say everyone has their own style. We, as people, want to feel comfortable and confident in what we are wearing. I personally would suggest [for] guys to keep it simple, fitted, and classy. Ask yourself before you leave, "Do I look immaculate?"

You can follow Richie on Twitter @richienuzz and hear more of his music at richienuzz.com. For an extended interview, visit cigarsandleisure.com/category/interviews.

