

Richard

Product #00000000070 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac54b1bd15a1e0f90070d60>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000070.1 Richard.png · the version printed on white shirts

SEO & Metadata

Printify Title: Richard

URL Slug: richard

Meta Description: Emotional Support Best Man tee — a funny red badge gift for the groom's right-hand man and bachelor party MVP, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Best Man badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support best man shirt · best man gift · best man proposal gift · funny best man t-shirt · bachelor party best man tee · best man thank you gift from groom · brother best man shirt · best friend wedding gift for him · groom squad matching tees · will you be my best man · best man humor tee · gildan 5000 best man shirt · leoscorpileo best man shirt

Field 1 — Short Description (Next to the Photo)

He planned the bachelor party, kept the rings safe, and rewrote the toast four times so it's funny without getting him in trouble.

Richard makes the job official: a red Emotional Support Best Man badge for the guy who keeps the groom calm and on time.

For the best man who's been the groom's wingman since long before anyone was talking about a wedding.

Rings safe. Toast ready.

Field 2 — Long Description (Description Tab)

The best man gets one speech in the spotlight and a long list of jobs nobody ever sees.

Under the jokes, he’s the one making sure the groom actually gets to the altar in one piece.

Being that reliable for someone you love is a kind of strength you build on purpose.

A Badge for the Groom’s Right-Hand Man

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BEST MAN stamped along the bottom.

It’s the shirt that steals the first laugh at the bachelor party — and gets the groom asking for his own matching GROOM tee.

Because the strongest friendships are built one show-up at a time.

The Perfect Gift for the Guy Who Has the Groom’s Back

The moment he pats his jacket pocket for the tenth time to make sure the rings are still there — that’s the moment this shirt was made for.

It’s right for the childhood best friend and the brother who got the title — perfect for a best man proposal, the bachelor party, the wedding-morning getting-ready, or a thank-you gift from the groom.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes his role official, and pairs perfectly with the matching GROOM and GROOMSMAN tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the man who carries the rings and the groom deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He planned the bachelor party, kept the rings safe, and rewrote the toast four times so it’s funny without getting him in trouble.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the best man who handled the party, the rings, and the toast.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Richard makes the job official: a red Emotional Support Best Man badge for the guy who keeps the groom calm and on time.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the groom’s steady wingman.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the best man who’s been the groom’s wingman since long before anyone was talking about a wedding.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the lifelong wingmen.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Rings safe. Toast ready.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — he's got everything handled.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"The best man gets one speech in the spotlight and a long list of jobs nobody ever sees. Under the jokes, he's the one making sure the groom actually gets to the altar in one piece. Being that reliable for someone you love is a kind of strength you build on purpose."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the hidden reliability behind the best man's jokes.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BEST MAN stamped along the bottom. It's the shirt that steals the first laugh at the bachelor party — and gets the groom asking for his own matching GROOM tee."

Steak (the fact): badge graphic + BEST MAN lettering, printed front.

Sizzle (what we sell): a bachelor-party laugh — and the matching GROOM sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the strongest friendships are built one show-up at a time."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment he pats his jacket pocket for the tenth time to make sure the rings are still there — that's the moment this shirt was made for. It's right for the childhood best friend and the brother who got the title — perfect for a best man proposal, the bachelor party, the wedding-morning getting-ready, or a thank-you gift from the groom."

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the tenth pocket-pat to check the rings.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag.

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb