



MORE THAN A NAME

Eight years ago, Chris Rucker (right) and Dexter Gordon had an idea. Chris—grandson of Holcombe, namesake of Harlem's famed Rucker Park—and Gordon trademarked Chris' last name and got into the apparel game. After starting small, the Rucker clothing line is now standing strong, worn by high school teams and the likes of Vince Carter, Allen Iverson and 50 Cent. "We turned down some small deals with big companies early on," says Gordon, "because we felt Rucker could be a big brand name for basketball." They also resurrected the Rucker Tournament that Holcombe started in 1947. "The tournament does promote our brand," says Chris, "but for us it's also carrying on a tradition."

Lately, the guys have branched out with a non-profit wing. Rucker Foundation board members Khari Edwards and former streetball star Javone "Bam" Moore accompany Chris and Dexter to schools and community centers, where they stress the importance of planning for the future. "It's about the people," says Edwards. "I think the reason they've been so successful is that they're good-hearted people." That, and the dope jerseys.—LANG WHITAKER