



**DUSSAULT CUSTOM INK™ , L2 LEONE, MoneyBag™
PRESENT
ROCK LEGEND GENE SIMMONS
IN PERSON AT L2 LEONE FRIDAY, SEPTEMBER 14, 4-6 PM**

Vancouver, BC (August 30, 2007) – Designer Jason “Deuce” Dussault of Dussault Custom Ink™, also known as Deuce Custom Ink, L2 Leone and MoneyBag™ are proud to announce that **Gene Simmons, rock legend and star of A & E’s hit series *Gene Simmons Family Jewels*, will be live in person meeting the public and signing autographs from 4-6 PM on Friday, September 14, 2007, at the L2 Leone store located at 350 Howe Street, in the Sinclair Centre.**

Gene Simmons and Vancouver’s Jason Dussault are partners in the premium lifestyle apparel line, MoneyBag™, which is retailed at L2 Leone. As well Dussault Custom Ink’s expanding line of premium hoodies, denim, leather goods, hats and jewelry, continue to be a top selling line at L2 Leone.

Jason comments, “One of the reasons my attendance in high school was almost non existent was due to a man who I have always looked up to as a role model, Gene Simmons. I spent hours a day dressing, singing and emulating my idol for an upcoming air band, or drawing Gene’s character as the Demon all over my notebooks. My teenage dreams became a reality when I got to meet the man himself and we hit it off, the result being the MoneyBag™ collaboration. It is my great honor to have Gene as our guest in Vancouver and to share him with my home town.”

Simmons states, "I have owned the MoneyBag™ logo for over 25 years. I have used it on my magazines, book imprints, my record company and a few other areas. Until I met Jason Dussault, I held off on really going out into the marketplace in apparel. It has to do with finding a kindred spirit. And, Jason is it. He and I share a passion for only doing things in life that mean something. Together we are creating cutting edge, in-your-face fashions."

Gene Simmons co-founded KISS 34 years ago. It continues to be the juggernaut of licensing and merchandising and has just come off of the 5x Platinum selling *KISSOLOGY* DVD Box Set, which debuted at #1, and the 3x Platinum *KISS ALIVE I, II, III, IV* box set. Among his other activities: KISS COMICS GROUP joint venture, the SIMMONS COMICS GROUP joint venture, SIMMONS ABRAMSON MARKETING, which does worldwide branding/marketing for the INDY RACING LEAGUE, the TV series *GENE SIMMONS FAMILY JEWELS*, and the cartoon *MY DAD THE ROCK STAR* on Nickelodeon. Simmons is a Venture Capital advisor, Real Estate developer and the man with the most prodigious tongue on the planet.

DUSSAULT Custom Ink™ is a premium lifestyle apparel line. From the finely-stitched silk linings and custom-made embroidery to the mind-bending theme-park in-store environment, every thread in the fabric of the Dussault consciousness is 100% original, uncompromising and pushing the limits of the luxury experience. It’s not just apparel, or jeans, or a hoodie or luggage, Dussault Apparel™ is an experience, a way of life. DUSSAULT has recently designed Hoodies for Carmelo Anthony, Criss Angel, Rob Zombie, Nellie Furtado and jeans for pro skateboard legend Tony Alva.

L2 Leone is a fashion boutique that offers hip, fun and functional women’s and men’s clothing and accessories from today’s hottest designers. It is spacious, modern and carries internationally inspired fashions from Dussault, Deuce, MoneyBag, Energie, LAMB., Y-3 by Yohji Yamamoto, Miss Sixty, Diesel many others. **L2. Get Dressed.**
www.L2Leone.com

www.dussaultink.com

Mr. Simmons is available for interviews on Friday.

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Press images: www.dussaultink.com/press