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## Rebel Rocks from Dussault Jewelry

### Rock Star

If jewelry had a sound, then Dussault Custom Ink has found a new beat with its bling that's heavy metal, progressive rock and a whole lotta of soul. Add star power from collaborations with Bloodline Designs, Malcolm Norman, Gene Simmons of KISS, and Haida artist James Adkins to the latest fall collection unleashed by founder and Chief Creative Officer, Jason "Deuce" Dussault, and the rebel of fashion is also the rock star of jewelry.



Bloodline Design

### Pure Punk

From punk to pop, grunge to goth, music has influenced fashion, sometimes with hazardous results. For those who may still have a belted up Iron Maiden tee, digging through the time capsule might require a Tetanus shot what with all the safety pins, vinyl, wallet chains and wrist band spikes. Bravely mining the nostalgia of punk power, Dussault leaves the trash with the thrash and discovers pure gold

### Hardcore Chic

Inspired by the bad boys of metal, Dussault takes hardcore to a new level of chic. Uncompromising and fiercely original, the unisex line of signature skull banging beauties and gothic designs are brute force glam. Tough enough for any head-banger's ball, but stylishly discerning, the new rock 'n roll of fashion is big, bold and dramatic.

### Stand Out

Quality and detail takes center stage with every piece of Dussault jewelry along with an eco-conscious attitude. The days of excess are over. Using reclaimed silver from melted sterling goods, wearing Dussault isn't just about image, it's a lifestyle.

### Vision Quest

Ever expanding the artistic vision of the brand, Jason Dussault has teamed up with leading designers to create exclusive lines of exquisite jewelry. From spectacular to spiritual, every artist fuses their own style and flair, making Dussault jewelry not just an accessory, but an art form.



James Adkins

### James Adkins

Rock 'n' roll goes native with the dynamic pairing of Jason Dussault and Haida artist James Adkins. The two met while collaborating on a Limited Edition Dussault Hoodie for Anthony Kiedis of the Red Hot Chili Peppers. Awed by the rare and captivating indigenous art, Jason invited James to integrate his talent with the edgy, glamour of the Dussault brand. Bridging the ancient with the modern, the tribal totem designs combined with the spirit of rock 'n' roll are sleek, sexy and totally original.

### Haida Style

Jason Dussault describes the Haida technique and the shared vision of designing this unique line. "James, with the guidance of his ancestors, hand-carves jewelry in the traditional Haida Gwaii style. He calls himself a medium for the powers of his ancestors' spirits when he lays tools to silver. Creating a new technique of cross-hatching he puts his personal touch on every piece of jewelry he carves using tools that he makes himself. The results are truly amazing. The hand carved, one of a kind Dussault pieces are so unique. The use of skull imagery in Haida art work has never been done before in jewelry. Imagine Haida art goes rock and roll!"

Impressed with the progressive philosophy of the Dussault brand, James says, "When I met Jason I knew he respected the same ideology. Working with Jason allows me to be a pure artist and span the bridge of past and present in my work."

### Taste and Tradition

The line features prominent native art on buckles and cuff sterling bracelets that capture the rugged Northwest soul with cosmopolitan appeal. Striking totem talismans are centerpieces of taste and tradition. Other accessories include sterling money clips, rings and pins. Using steel, silver and gold, with embedded precious gems and diamonds these elegant rarities must be seen to be appreciated. The dazzling collection is available at the Melrose flagship store.



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CARBON

#### Malcolm Norman

Name and recognition are everything in fashion. Teaming up with one of the most globally recognizable names in jewelry, Malcolm Norman of Bloodline Designs, the possibilities seem endless. A designer associated with the biggest names in the industry including Nordstrom's, Barney's NY, Saks Fifth Ave., Bebe, Nine West, Betsey Johnson, and Victoria's Secret is adding Dussault Custom Ink to the list. Rising above all expectations, the incredible line bears the stamp of success with its unmatched superior style and sophistication.

#### All In

Malcolm Norman recognized the similar commitment to quality and originality both he and Jason Dussault share. "When I was approached by Jason Dussault to co-create a line for Dussault, I had been aware of his brand for about a year and was familiar with the quality of products. It didn't take long to recognize our shared philosophy, which is that you have to go for it, all in, all the time."

#### Wicked Sensation

And they are doing just that, going for it, all in with their remarkable line of buckles, bracelets, necklaces, earrings and cuff links made of thick, heavy metals of gold, silver and bronze. If the devil is in the details, then these two have created the most sensationally wicked line of jewelry yet. Intricate, provocative and playful, each piece glows with personality from its morbidly curious skulls, gothic designs, and emblazoned emblems.

#### CARBON conscious

Socially conscious and intuitive, Malcolm Norman and Jason Dussault use their name and recognition to promote change as well. Designing the 'CARBON' ring made of reclaimed silver and carved with the word tastefully etched on the outside, the trend setting team is set on changing the world for the better. All net profits from the sale of Carbon conscious jewelry and apparel are donated to Carbonfund.org to help lower carbon emissions for a cleaner world.

The future looks bright for these champions of style and Malcolm Norman agrees. "I am looking forward to many seasons of rocking the apparel and accessories industries with Jason."



Moneybag

#### 'Moneybag'

The original rock star, Gene Simmons, is putting fab into 'Moneybag.' His high profile friendship with Jason Dussault and loyalty to the brand has catapulted the fashion line to platinum status. Lending his smooth rocker style that made him so popular with the ladies, Gene Simmons adds a little mirth and elegance to his accessory line.

#### Grab the Bag

In Gene we trust with premium leather accessories that feature a subtle grab bag design with the almighty dollar symbol for the financially inclined. Carry your cash in style with 'Moneybag' leather wallets in tan or black. Travel like a rock star with these hard to check but so easy to take on the go leather messenger bags. And don't worry about looking pretentious, it never hurt Gene any! So go ahead, and live it up like a rock star.

The rock star of tomorrow is Dussault today.

#### Dussault Stores

##### LA

Dussault Apparel Motel  
8010 Melrose Ave.

##### NYC

Dussault Apparel Hotel  
478 Broadway  
Bet. Broome & Grand

[www.dussaultapparel.com](http://www.dussaultapparel.com)

Read our [article on Jason Dussault here...](#)

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