



GENE SIMMONS & DUSSAULT CUSTOM INK LAUNCH “MONEYBAG” STREET WEAR LINE

Los Angeles, California (February 6, 2007) – GENE SIMMONS and designer JASON DUSSAULT, of DUSSAULT CUSTOM INK, are proud to announce the launch of MONEYBAG, a bold new Limited Edition street wear line designed by both artists. Hand finished and signed pieces will include Hoodies, belts, wallets, purses and hats.

The website is WWW.GENESIMMONSMONEYBAG.COM

A preview of the current MONEYBAG collection will be available for viewing at The Magic Show in Las Vegas, February 13-16, exclusively at the DUSSAULT CUSTOM INK booth. Look for the Dussault Motel sign where Mr. Simmons will be checked in to the Motel booth from 1-3 pm each day.

Simmons states, "I have owned the trademark MONEYBAG logo for over 25 years. I have used it on my magazines, book imprint, record company and a few other areas. Until I met Jason Dussault, I held off on really going out into the marketplace in the street wear line. 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 intend on creating cutting edge, in-your-face fashions. The MONEYBAG Line, at long last, is becoming a reality!!!"

Dussault states, "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 MONEY BAG collaboration. It is my great honor to co-release the MONEYBAG line with Mr. Simmons."

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 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), his tv show GENE SIMMONS FAMILY JEWELS in its second season, his cartoon MY DAD THE ROCK STAR on Nickelodeon...Venture Capital advisor, Real Estate developer and the man with the most prodigious Tongue on the planet.

Jason's company, DUSSAULT CUSTOM INK, is a unique high end urban street wear line from Vancouver. Surrounded by a team of fashionistas, rockers, tattoo artists, rappers, and graphic prodigies, Jason has created a line that blends a sense of nostalgia with a promise of the future. From Worthy-of-Royalty Chinese silk lining and ornate patchwork on the one-of-a-kind Hoodies, hand-painted and embellished with elaborate tattoo inspired embroidery, to the individualized color coded stitching of the denim, DUSSAULT is designed to make wearers red carpet ready. The t-shirts and accessories don't just compliment, they complete. Gritty yet luxurious, dark and yet extremely comforting, DUSSAULT CUSTOM INK is Custom Made Stardom. DUSSAULT has recently designed Hoodies for Pamela Anderson, Kid Rock, Nicole Ritchie. [www.DUSSAULTINK.COM](http://WWW.DUSSAULTINK.COM)

Press photo: <http://deucejeans.com/moneybag/>

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