



GENE'S WARDROBE



Jason Dussault

My pal, **Gene Simmons**, who with his talented tongue has led KISS for 34 years, launches his new Street-Wear fashion line today at the Dussault Custom Ink booth of the MAGIC and the savvy financial investor is calling it MONEYBAG. He'll wear and show the line as super salesmen to buyers from stores around the country for the next three days. Thursday night he's invited me to his celebration cocktail and dinner party in his Venetian's penthouse suite. He worked with designer **Jason Dussault** on the Limited Edition streetwear of hand-finished and signed hoodies, belts, wallets, purses and hats! Go check it out at genesimmonsmoneybag.com.

Gene told me: "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. As a teenager he was a huge KISS fan and spent a lot of time not only dressing like KISS but also drawing my character all over his fashion-books so his teenage dream of meeting me not only became a reality but we hit it off with a great business idea. Together, we intend on creating cutting edge, in-your-face fashions. The MONEYBAG Line, at long last, is becoming a reality." The Hoodies have already been specially designed for **Pamela Anderson**, **Nicole Ritchie** and **Kid Rock**. Gene was at [JET Nightclub](#) last night, joining **Gnarls Barkley** who flew in to celebrate their Sunday night Grammy wins.