

Passion for fashion

By **DANIEL PI** Staff Reporter
Jul 06 2006

Jason Dussault's home office offers a clear glimpse into the North Van man's dual life.

The financial marketer has a computer with two flat-screen monitors on a large wooden desk with papers neatly kept around the edges. It's where he helps raise money for startup companies like his wife Mashiah Vaughn's Open Sundaes and various gold, oil and diamond exploration companies.

Surrounding him are hockey goalie masks, Star Wars figurines, a fake skull, First Nations' artwork and a five-foot totem pole.

Dussault, 32, has spent numerous years wearing "monkey suits" making a successful living in the business world, but all the while he's been eyeing a return to his art inspired by the First Nation's culture around his hometown Kamloops, 1970s movies and horror films.

On July 13, Dussault will make a bold statement that he's back making art and, at the same time, he's launching his new clothing line Deuce Custom Ink during a fashion show and concert featuring North Van's Swollen Members, Cory Lee and DJ Tazix at the Commodore Ballroom.

Called Deuce's Wild Carnival, Dussault describes the event as a "twisted take on Cirque du Soleil" where his new limited line of jeans will be unveiled and proceeds from the night will go to Canuck Place Children's Hospice.

Although Dussault admits he isn't the most skilled artist, he's found a medium in which he can excel in, putting his designs on high end casual clothing.

"I've always enjoyed shopping and whenever I see some clothing out there, I've always wanted to tweak it," Dussault said.

Dussault started with handcrafted and painted hoodies and logoed ball caps that have been on sale since the start of this year at L2 Leone, one of Vancouver's hottest fashion stores, and has already garnered a list of celebrity clients including former Canuck Todd Bertuzzi, Montreal Canadiens' captain Saku Koivu, Nicole Ritchie and Robin Williams.

"My pieces are loud," Dussault said, adding his hoodies are all one-of-a-kind and incorporate loud and bold designs like a panda bear clutching a bloody butcher's knife, and retail on average for \$400.

The jeans, Dussault said, will average around \$375. For Dussault, the jeans and hoodies offer that eye-catching casual look that's also absolutely unique.

"You don't want to see other people wearing it on the street."

Besides the unique product, Dussault also wants a unique shopping experience.

His jeans, which he's only producing 1,500 signed and numbered pairs, can be custom fitted at his Gastown store with a client's choice of coloured embroidery and patches.

Just getting into the store at 56 Powell St. can be an interesting experience too.

Dussault's put a photo booth at the front door so shoppers have to pay a loonie or a specialized Deuce token to get in and have their photos taken before entering the "haunted mansion" store interior.

Deuce's Wild Carnival takes place July 13, 7 p.m. at the Commodore. For tickets, call 1-866-841-2010 or visit deuceink.com.

