



DUSSAULT COLLABORATES WITH TRADITIONAL HAIDA ARTIST JAMES ADKINS TO CREATE JEWELLERY LINE

Vancouver, BC (June 14, 2007) – Jason “Deuce” Dussault, designer and owner of DUSSAULT CUSTOM INK, is pleased to announce that traditional Haida artist James Adkins will be creating pieces for DUSSAULT CUSTOM INK.

Jason met James when they collaborated on a Limited Edition Dussault Hoodie for Anthony Kiedis of the Red Hot Chili Peppers. Jason was so impressed with James' work he asked him if it was possible to design bracelets, pendants and buckles for DUSSAULT. James continues, "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."

Jason states, “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!”

In these jewelry designs James has created for DUSSAULT, he has embodied Jason’s progressive thinking while staying anchored in the rich heritage of Haida Gwaii art. James states, “Jason has had me stretch the First Nations art envelope with the DUSSAULT pieces. These pieces are absolutely unique. Made from stainless steel, sterling and gold, some are embedded with diamonds and precious stones.” Prices range from \$5000.to \$30,000.

James’ work will be available by consultation only at DEUCE at 56 Powell St. in Vancouver and will available at the new DUSSAULT flagship store at 8010 Melrose in Los Angeles. To showcase Jason’s and James’ Northwest heritages, Jason has enlisted the skills of the legendary Haida artist Jay Simeon to carve a DUSSAULT skull from a single piece of 1000 year old Red Cedar that Mr. Simeon had been letting cure in a mix of tar and honey for years while waiting for project worthy of its mystique. This 5 foot long carving will be unveiled at the Melrose store opening.

Jason Dussault and James Adkins, two creative powers, are bringing progression and tradition together in this collaboration.

As well, a Limited Edition of the Hoodies designed for Anthony Kiedis of the Red Hot Chili Peppers are available in Vancouver at 56 Powell and at L2 Leone and at the LA store. They retail for \$650.

DUSSAULT CUSTOM INK, known as DEUCE CUSTOM INK in Canada, is a forward thinking, high-end street wear clothing line from Vancouver. Jason has created a line that blends a sense of nostalgia with a promise for the future. He has recently designed hoodies for Pamela Anderson, Nelly Furtado, Carmelo Anthony, B.E.P., and Robin Williams. This list is already long enough to make Santa jealous and continues to grow. DUSSAULT - Custom Made Stardom. www.DUSSAULTINK.COM - Press images: <http://www.dussaultink.com/internals/adkins>