

## DUSSAULT APPAREL

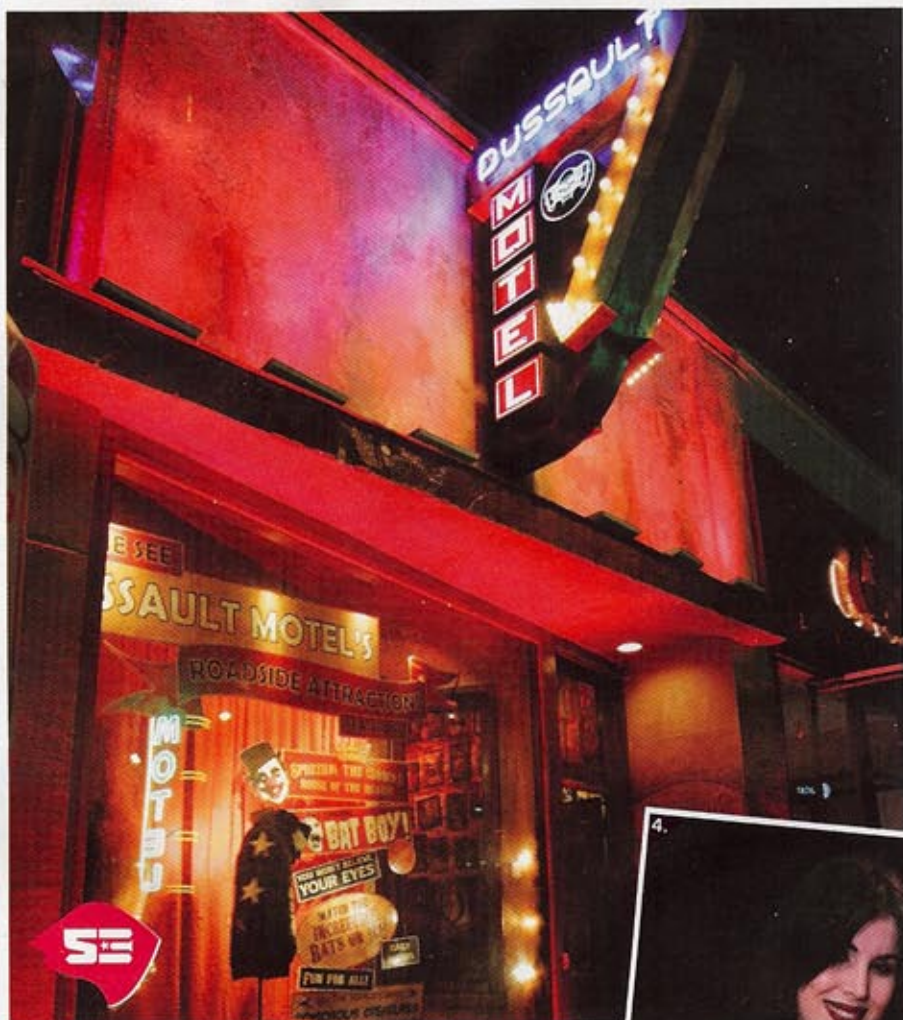
### SETTING UP SHOP ON MELROSE

WORDS: KRISTIE BERTUCCI PHOTOS: CHRIS WEEKS

Canadian fashion brand Dussault Apparel exploded onto the L.A. scene with its first American store opening on November 8, 2007, invading L.A.'s hip and chic Melrose District with a star-studded bash. In true Dussault fashion, founder, chairman and CEO Jason Dussault spared no expense in making his presence known on American soil when he and a couple of his closet friends (500 or so, including Gene Simmons, Criss Angel, Kat Von D, Randy Couture and DJ Splyce spinning the freshest beats) closed down parts of the fashionable street to make room for the latest buzz brand to hit the streets.

The Dussault Apparel Motel store features women's and men's ready-to-wear collections, as well as jewelry, luggage and headwear. From the finely stitched silk linings and custom-made embroidery to the mind-bending 1970s motel in-store environment inspired by rocker Rob Zombie's films, every thread in the fabric of Dussault consciousness is 100 percent original, uncompromising and pushes the limits of the luxury experience.

From the moment shoppers see the sideshow window display, they know they are in for a retail ass kickin'. The store is located at 8010 Melrose Ave., Los Angeles, CA 90046. For more information, visit [www.dussaultapparel.com](http://www.dussaultapparel.com).



1. DJ Splyce, "Hollywood's disc jockey to the stars" 2. MMA stars, Randy Couture and Bass Rutten 3. The beautiful Garcelle Beauvais 4. "L.A. Ink's" Kat Von D 5. Gene Simmons and Criss Angel 6. Shannon Tweed and Nick Simmons

