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PARTY LIKE A ROCKSTAR

THE SCENE INSIDE THE DUSSAULT APPAREL MOTEL, 8010 ON L' AVENUE MELROSE. THE STREET MAY NEVER BE THE SAME.

Melrose Motel: Here's a fat-chance LA scenario: sitting out on the street in a hot tub hoisting some cocktails under heat lamps while it..snows?!? That's exactly what was going on at one end of the closed-down 8000 block of Melrose Ave. It was a blowout street bash-complete with a mini Pink's hot dog stand and a snocone vendor to boldly announce the arrival of edgy clothing, accessories and jewelry retailer Dussault's concept store, the Dussault Apparel Motel. Production company Airparty did up the street in retro 70's style with couches, tables, lamps, ashtrays and artwork collected from garage sales, flea markets, antique shops and thrift stores. Gene Simmons, whose line Money Bag is featured at the store, came but didn't KISS, and Criss Angel worked some magic while DJ Skribble dropped beats for fashion-conscious partygoers.

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