

MEDIA RELEASE



## DEUCE PUTS LEATHER, DENIM & BRANDING TOGETHER FOR THE PERFECT XMAS GIFT FOR MEN

Vancouver, BC (November 21, 2006) – Jason Dussault, Owner/Designer of Vancouver fashion company DEUCE CUSTOM INK, has created the perfect fashion Christmas gift for men, a Limited Edition Xmas Jean with luxury details presented in a Collector Wooden Box with slider lid, which is branded with the DEUCE signature skull emblem.

In this Limited Edition elements of luxury are added to DEUCE's Rock Star & Promoter Jeans for men.

### **The Details:**

Embroidery on onto black Italian lambskin which is sewn on the front and back pockets.

**Back pockets:** The DEUCE pattern is embroidered on top of the black leather in red, white, or charcoal thread.

**Front pockets:** The left side has the DEUCE nautical star, synonymous with tattoo art, embroidered on top of the leather in thread matching the back pockets. The right side has the DEUCE insignia in black leather.

### **The Back:**

On the back waistband the DEUCE Custom Denim Ink patch is branded in black leather.

### **The Lining:**

The new DEUCE skull insignia print design in soft fabric matches the colour of the embroidery. White on black, red on black or charcoal on black.

This Limited Edition is signed and numbered and is available in December only until the edition runs out. Jason has made it a Xmas gift to Vancouver as the city has supported his new company so well with a price of \$279. (\$100. off regular price) which includes the Xmas Jean and the Collector Box.

DEUCE CUSTOM INK is high quality urban street wear with edge, sex appeal and individuality. Jeans, t-shirts, accessories and unique, no-two-alike, Hoodies are DEUCE's specialties. Luxury original clothing with a vintage core, DEUCE combines nostalgia and in-your-face iconic imagery fueled by Dussault's fearless sense of style. Inspired by 1970's Americana and street culture, this cutting edge urban clothing is "Made in Canada."

DEUCE's most popular item is the Zip-Hoodie. Individually hand-painted and embellished with elaborate tattoo inspired embroidery and lined with silk, velour and vintage fabrics, each piece is one-of-a-kind and individually signed. DEUCE has recently designed Hoodies for *Black Eyed Peas*, *Everlast*, *Swollen Members*, Pamela Anderson, Kidd Rock, Jessica Alba, Nicole Ritchie, Terrance Howard, Robin Williams, Todd McFarlane, David Foster, Michael Bublé, Clay Aiken, Daisy Fuentes, Olivia Newton John, George Lopez, Matt Goss, Cory Lee, Armin Van Buuran, DJ Tazix, DJ Tiesto, Playmate DJ Diamond, DJ Lisa Lashes, Vancouver Hip Hop artist Kinny Star, and NHL players Todd Bertuzzi, Sheldon Souray & Craig Rivet. DEUCE is currently designing custom items for celebrities including Joey Kramer (*Aerosmith*) and Gene Simmons.

The Xmas Jeans and box can be purchased at the DEUCE Headquarters at 56 Powell or at Leone.

Images at: [http://deucejeans.com/new\\_press\\_jeans](http://deucejeans.com/new_press_jeans)

-30-

**[www.DEUCEINK.com](http://www.DEUCEINK.com) - 1-866-841-2010**

**Media Contact: Tina Baird, 604-628-4946, [tinabaird@shaw.ca](mailto:tinabaird@shaw.ca)**