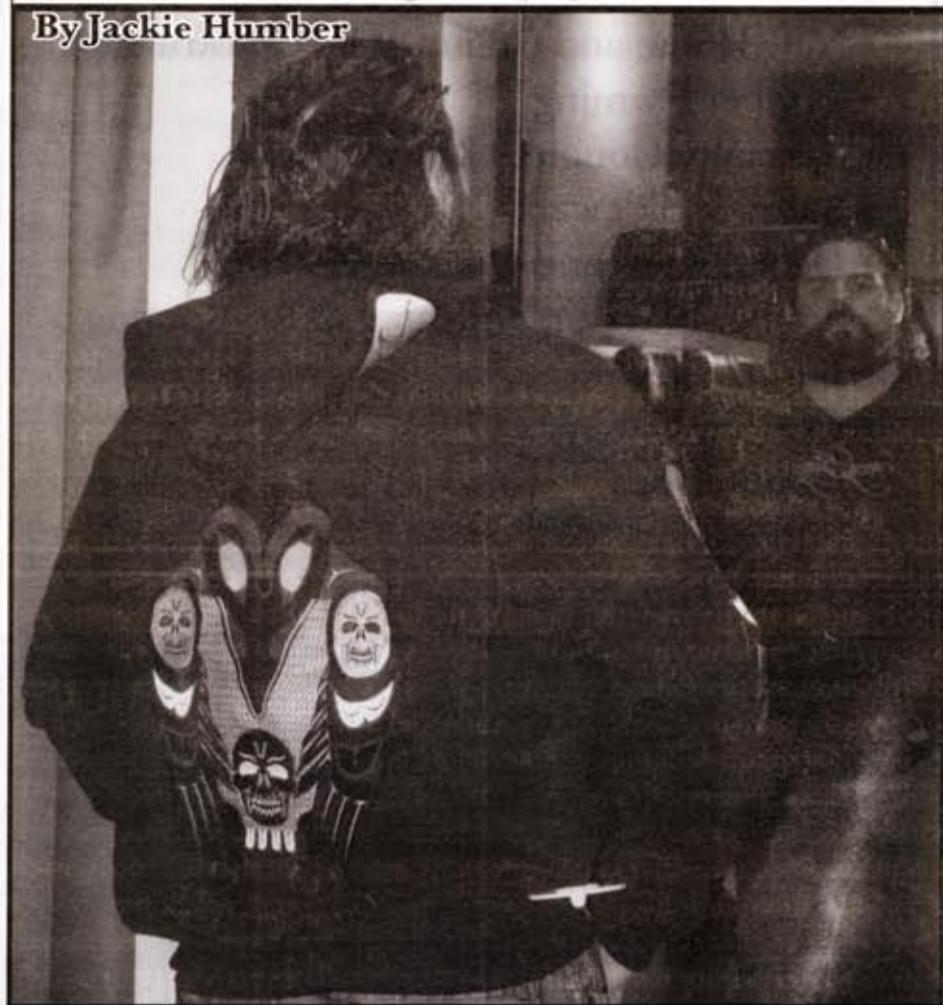


# Vancouver Designer And Rock Legend, Gene Simmons Launch MoneyBag Apparel Line

By Jackie Humber



Canadian designer, Jason “Deuce” Dussault of Dussault Custom Ink launched his new apparel line of handbags, T-shirts, jeans and custom jewelry on Friday, Sept. 14 at L2 Leone’s upscale store in Vancouver’s Sinclair Centre. Dussault joined forces with his boyhood idol, Rock Legend, Gene Simmons to create the edgy premium lifestyle apparel. Dussault and Simmons met through fellow Canadian Todd McFarlane, the comic book designer and media entrepreneur.

Dussault and Simmons collaborated on the idea of the new apparel line. Simmons has owned the logo of MoneyBag for more than 25 years and Dussault designed the trendy leather bags and tshirts with the logo of MoneyBag. In a press release Simmons spoke about why he entered the apparel line with Dussault. “Until I met Jason Dussault, I held off on really going out into the marketplace in apparel. It had to do with finding a kindred spirit. And, Jason is it,” said Simmons. “Together we are creating cutting edge, in-your-face-fashion.”

One of the Custom designed

Jackets was also created with Haida Artist, James A. Adkins. The design is of a Raven and it has Haida shapes and symbols with skulls on each wing. Adkins is a world reknown Haida artist with jewelry and works available at Vancouver’s premium Douglas Reynolds Art Gallery. According to Artist Adkins he first met Jason Dussault through a family friend. “Well when my friend told me about Jason he said he was a forward thinking cat like myself. So I met with him and it was very freeing. The jacket was originally designed for the lead singer, Anthony Kiedis of The Red Hot Chilli Peppers,” said Adkins. Adkins said that Kiedis, who is of Native heritage, has a large tattoo of a thunderbird with pictorals of elder Chiefs on each shoulder. “That’s why I put the symbols of the skulls on the right and left side of the Raven,” said Adkins. According to Adkins the Raven is an important part of Haida culture. “Well I like to stretch the envelope on Native Artwork and I believe this garment has done that,” said Adkins. Dussault is also launching Carbon silver rings through the Carbon Conscience initiatives. The rings will be retailing for \$80US and all the profits go towards the Carbon Fund, which is an organization that tries to make it’s carbon footprint on this planet zero. More information on this new cutting edge apparel line is available on line at: [dussaultapparel.com](http://dussaultapparel.com).