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Dussault adds Ron Starrantino, VP of Sales & PR

September 16, 2008 (USA)

Dussault Apparel Inc - Dussault Apparel Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that the Company has an agreement with esteemed sales representative Ron Starrantino (a.k.a. 'Ronstar'), based in Hollywood, California, to serve as the US Vice President of Sales and Public Relations.

The deal calls for Starrantino to represent the entire Dussault Apparel and Gene Simmons MoneyBag lines of products with a focus on building brand recognition to promote and increase sales, gaining access to new retail chains and locations, and expanding Dussault stores to major metro areas across the U.S.

Starrantino brings over 20 years of sales and business expertise to his new role with Dussault Apparel. He previously worked as the Vice President of Worldwide Sales and Dealer Development for Von Dutch Custom Cycles where he established a worldwide dealer network and built brand awareness throughout the world.

Starrantino was also successful as a sales representative for Bourget's Bike Works. In just under two years, he put them on the map in terms of New York Sales, establishing them as the number one dealer in the region.

Making a name for himself on Wall Street, Starrantino worked as a supervisor/manager at brokerage firm Kensington Wells and then as principal/manger at National Securities. He moved on to manage the financial services firm Morgan Taylor before retiring from one of the oldest seats on the New York Stock Exchange, Fahnestock & Co., following the tragic events of September 11, 2001. Starrantino is eager to bring the same dedication and passion he applies in all aspects of his life to his new role with Dussault Apparel.

Jason Dussault states, "Ron was instrumental in helping to build the Von Dutch brand across the US. I am very excited that Ron is going to help us build the Dussault and MoneyBag brands. This relationship has already paid dividends for the company.

Within the first week of meeting Ron, he introduced me, and our lines, to numerous celebrities and has been instrumental in signing a key retail account in New York, to be announced shortly. Ron's enthusiasm and hard work is infectious and I am genuinely excited to have him aboard as the newest member of our team."

Ron Starrantino comments, "I'm thrilled to be working with top-notch brands such as Dussault and Gene Simmons MoneyBag. These are quality products that satisfy a need for high-end street wear with unique designs that consistently push the envelope."

Dussault Apparel Inc

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