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In The News

Dussault Hires Starrantino as Sales VP

By: Harry Sheff

September 16, 2008

LOS ANGELES – Dussault Apparel has hired Ron Starrantino as its new VP of sales and public relations. Starrantino will represent the company's higher end streetwear lines, Dussault Apparel and Gene Simmons MoneyBag. The Dussault line includes hoodies, jeans, jewelry, t-shirts, hats and leather goods.

Starrantino comes to Dussault from Von Dutch Kustom Cycles, where he was VP of worldwide sales and dealer development.

Founder Jason Dussault said in a statement, "Ron was instrumental in helping to build the Von Dutch brand across the U.S. 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."

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