



Los Angeles CA (October 16, 2007)

**Dussault Apparel, Inc. (the "Company") (OTCBB:DUSS)**

## Dussault Apparel™ Announces Entry Into \$30 Billion Dollar U.S. Jewelry Market

**Dussault Apparel, Inc.** (the "Company") (OTCBB: DUSS) is pleased to announce the collaboration with designer **Malcolm Norman** of **Bloodline Design™**, to create a new line of Dussault handmade jewelry.

**Bloodline Design™** is a jewelry brand that is recognized throughout the world. It has become a source of unique and marketable designs for such majors including Nordstrom's, Barney's NY, Saks Fifth Ave., Felissimo Japan, Bebe, Nine West, Betsey Johnson, and Victoria's Secret. Major celebrities wearing Bloodline include Halle Berry, Sharon Stone, Cameron Diaz, Nicole Kidman, Hugh Jackman, Will Smith, Tommy Lee, Spike Lee and Mel Gibson. Bloodline has been seen in films including *Fantastic 4*, *X-Men 3*, *Cat Woman* and recent projects and commissions include tour gifts and product for Mariah Carey.

This new jewelry line includes buckles, rings, bracelets, necklaces, earrings and cufflinks in silver, gold and bronze, and will be available at selected retailers worldwide and in our own Dussault store which opens this fall in Los Angeles at 8010 Melrose Avenue.

**Jason Dussault**, Founder, Chairman and Chief Creative Officer of Dussault Apparel™, comments, "I am very excited to be co-designing with designer Malcolm Norman, of Bloodline Design™, to create handmade pieces of Dussault jewelry. Malcolm's attention to detail and the quality of his work are unmatched. The impressive global reach of the Bloodline jewelry will be a huge benefit to our Company."

**Malcolm Norman**, Designer, Bloodline states, "When I was approached by Jason Dussault to co-create a line for Dussault, I had been aware of his brand for about a year and so was familiar with the quality of products. It didn't take long to recognize our shared philosophy, which is that you have to go for it, all in, all the time. Jason was excited about Bloodline's quality and design and had a great plan for us to collaborate and to make an impact in the market place. I've spent years designing the best I can without compromise and when I encounter someone who has the same philosophy and a well thought out plan, it was an easy decision for me. I am looking forward to many seasons of rocking the apparel and accessories industries with Jason."

Jason Dussault and Malcolm Norman also have co-designed a unisex ring as part of Dussault Apparel's Carbon Conscience™ program, one of its world trendsetting

conservation efforts. The ring is made of reclaimed sterling silver and features the word CARBON engraved on the outside. The subtle design invites others to notice the wearer's commitment to the environment without shouting it aloud. The rings will be available in late fall 2007 both online and at select Dussault Apparel retailers.

**Dussault Apparel, Inc.** has an agreement to acquire the premium fashion brand Dussault Custom Ink™ ([www.dussaultink.com](http://www.dussaultink.com)). A designer, manufacturer, wholesaler and retailer of high-end quality apparel, its expanding product line includes custom designed hoodies, jeans, jewelry, t-shirts, hats and leather goods. An accelerated growth company, Dussault Apparel™ is opening its flagship location in Los Angeles, California, on fashionable Melrose Avenue. A public company, Dussault Apparel, Inc. trades on the Nasdaq OTC:BB as DUSS.

PRESS IMAGES: [www.dussaultink.com/press](http://www.dussaultink.com/press)

[www.dussaultapparel.com](http://www.dussaultapparel.com)

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#### **Forward-Looking Statements**

This news release contains "forward-looking statements," as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, any future sales of the Bloodline Jewelry line at the Company's store in the fall of this year, or the completion of the acquisition of Dussault Custom Ink.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, Dussault's ability to design and manufacture its products, the ability of the products to gain market acceptance; and the difficulties faced by an early stage retail fashion company in the competitive retail fashion industry. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although the Company believes that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the Company's recent current reports on Form 8-K, our annual report on Form 10-KSB, our quarterly reports on Form 10-QSB and other periodic and current reports filed from time-to-time with the Securities and Exchange Commission.