



Dussault Apparel(TM) & Gene Simmons MoneyBag(TM) Announce Participation in 4th Annual Phoenix Fashion Week

2008-10-01 09:00 ET - News Release

LOS ANGELES, CA -- (MARKET WIRE) -- 10/01/08

Dussault Apparel, Inc. (OTCBB: DUSS) -- Dussault Apparel(TM) Founder, Chairman and Head Designer, Jason Dussault, is pleased to announce that the Company will showcase its lines, Trashed, Vanity and Gene Simmons MoneyBag (TM) in a fashion show at the 4th Annual Phoenix Fashion Week, October 1-4, 2008.

Dussault Apparel(TM) is set to take over the runway for the event's featured show on Saturday, October 4, at 8:30PM, at Hayden Ferry Lakeside. All three lines will showcase selections from their Holiday 2008 and Spring 2009 collections, featuring premium, custom designed hoodies, denim, hats, t-shirts and leather goods.

"We are very excited to be a part of Phoenix Fashion Week," said Chris Detert, Dussault's US publicist and President of American Rebel PR. "Phoenix is one of the fastest emerging fashion markets, with a large contingent of young, attractive and affluent consumers. Phoenix Fashion Week is the perfect platform to present our lines to the consumers in this market."

The Executive Director of Phoenix Fashion Week, Brian Hills says, "I am thrilled to have Dussault Apparel (TM) on board for this year's event. We feel the quality and uniqueness of their designs will appeal to our audiences and enhance the overall success of our shows."

Dussault Apparel, Inc., is 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, Inc. trades on the Nasdaq OTC: BB as DUSS. www.dussaultapparel.com

Press images: www.dussaultapparel.com/press

For Further Information On Phoenix Fashion Week : www.dussaultapparel.com/trashed

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.

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.

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