



## CANADIAN WÜNDERBRAND, DUSSAULT APPAREL™, LAUNCHES CONCEPT STORE ON MELROSE

*The Dussault Apparel™ Motel launch event marks the company's entrance into U.S. premium apparel market.*

**Los Angeles, CA (10/22/2007) Dussault Apparel Inc. [OTCBB: DUSS]** – Melrose Avenue will never be the same, once Dussault Apparel™ moves into the neighborhood. The new neighbor will be one to watch as well as watch out for. Set to open on November 8<sup>th</sup>, 2007, The Dussault Apparel™ Motel store explodes onto the scene with a bash to remember. In true Dussault™ fashion, Founder, Chairman and Chief Creative Officer Jason Dussault is sparing no expense to make his presence known. Already an icon in Canada, Jason, along with a few of his closest friends (500 or so including Gene Simmons, Criss Angel and DJ Skribble spinning beats) will be shutting down parts of Melrose Ave. to make room for the latest buzz brand to hit the streets. Both Gene and Criss will be on hand to film their respective television series, *Gene Simmons Family Jewels* and *Mindfreak* for the A&E network. Jason comments, “I have been working on the store design for the last 8 months and I truly believe it will be the most unique shopping experience in Los Angeles. I look forward to sharing my art, inspiration and fashion line with the people of LA.”

The Dussault Apparel™ Motel store will feature women’s and men’s Ready-To-Wear collections as well as jewelry, luggage and headwear. From the finely-stitched silk linings and custom-made embroidery to the mind-bending 1970’s motel in-store environment inspired by Rob Zombie’s films, every thread in the fabric of the Dussault consciousness is 100% original, uncompromising and pushing the limits of the luxury experience. “Our mission is to design, develop, manufacture, market, distribute and sell distinctive and innovative products that redefine luxury in the fashion world. From our premium high fashion hoodies, denim jeans and tops, to our urban apparel and accessories, every element we create intends to redefine the luxury experience, and to fulfill the lofty desires of affluent, fashion-conscious customers worldwide,” says Jason Dussault.

With the personal signature of the Founder, this retail location is more of an experience than a store with some racks set up to sell clothes. From the moment the shopper sees the sideshow window display they know they are in for a retail ass kickin’. The store flows from the 70’s style diner replete with old jukebox, vinyl booths and tchotkies galore, to a roadside motel honeymoon suite and finally to the motel checkout. Jason’s attention to detail goes unquestioned as one could spend literally hours taking in the ambience.

Vintage skin mags line the dressing rooms, neon signs buzz on the walls and an old all-in-one radio turntable spins old tunes. The show continues behind chalet doors to the VIP store. Through the doors one is blasted with cold air and enters into what doubles for a ski lodge straight out of the early Warren Miller days. This is where the custom pieces are showcased, the liquor flows freely and Hollywood’s elite can shop in style and funky 70’s plushness.

Dussault Apparel™ looks forward to its entrance into the American market and the Melrose store will only be the beginning of its invasion. Terry Fitzgerald, President of Dussault Apparel™, summarizes, “After two very successful years as a dominant player in the Canadian premium denim and outerwear market, Jason Dussault and the Dussault group of companies is ready to break into the American psyche. What better location to open our flagship store than Los Angeles and more specifically Melrose Avenue.

We hired the best set designers and decorators to create a store that looks like no other retail space in North America. This is not a typical box store with mundane fixtures, rather a themed destination retail location and something we are extremely proud of."

The Dussault Motel store will be open from 11-8 Monday-Friday, 11-6 Saturday, and from 12-5 on Sunday. The Dussault Apparel Motel store is located at 8010 Melrose Ave., Los Angeles, CA 90046 and the phone number is 323-951-9215. For more information please visit [www.dussaultapparel.com](http://www.dussaultapparel.com)

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.

For more information please contact:

Investor Relations  
Jeremy Poirier  
1-877-322-2732  
[jp@seacoveir.com](mailto:jp@seacoveir.com)

Media Relations  
Tina Baird  
310-424-5244 (US) / 604-628-4946 (Canada)  
[tb@dussaultapparel.com](mailto:tb@dussaultapparel.com)

#### **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, the opening of the Dussault Apparel store in November, the attendance of Gene Simmons and/or Criss Angel or any filming regarding their respective television programs, or the invasion of the American fashion market by Dussault Apparel.

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.