



Dussault Apparel, Inc.

Nasdaq OTC BB: DUSS.

www.dussaultapparel.com

Share Structure:

Free Trading: 28,000,000
Restricted: 15,487,000
Total and Outstanding: 43,487,000



Dussault Apparel, Inc. designs premium luxury brand, unveils new collection and showroom, designs new sports clothing line for renown entrepreneur Gene Simmons

Dussault Apparel, Inc. (OTC BB: DUSS) is a vertically integrated apparel company that makes unique, premium apparel that is worn the world over by celebrities, athletes, entertainment figures and discerning, fashion forward individuals. Dussault Apparel is a designer, manufacturer, wholesaler and retailer of high-end quality apparel. The Company's product line includes custom designed hoodies, denim jeans, jewelry, t-shirts, hats and leather goods. As a global brand with established distribution partners, Dussault Apparel is poised for explosive growth in an industry that is characterized by high mark-ups and exceptional profit margins. See: www.dussaultapparel.com

Dussault Apparel, Inc. is based in Vancouver, British Columbia, where it is currently completing the modelling and construction of a corporate showroom -- slated for completion end of July 2009 -- in the landmark Dayton Boots retail store at 2250 East Hastings Street. The Company's new corporate show room offers a unique and highly visible location for selected corporate buyers and retail customers to experience firsthand Dussault Apparel's unique merchandising environment and the Company's new Deuce Ink Brand Collections. Recently, Dussault Apparel earned a distinction at the prestigious MAGIC show, the world's largest apparel industry event, beating over 3,300 of the world's leading fashion companies with its award winning booth.

Building a global brand with the right people on board

Dussault Apparel is methodically crafting a global brand with the intent of turning the company into a fashion powerhouse. To this end, the Company has stepped into the ring with some exceptional talent. Notably, the Company recently appointed Terry Fitzgerald to the position of President. Mr. Fitzgerald was a Co-Founder and President of Todd McFarlane Entertainment, creators of the wildly successful Spawn comic book franchise. At Todd McFarlane Entertainment, Mr. Fitzgerald helped to transform a burgeoning comic book company into an international conglomerate that produces action figures, comic books, feature films and television programs, and boasts global distribution partners that include Wal-Mart, Target, K-Mart, Toys'R'Us, Paramount Pictures and Universal Studios. Dussault Apparel has established license agreements with Todd McFarlane Entertainment.



Gaining greater momentum, renowned entrepreneur Gene Simmons, member and founder of the rock band "KISS", agreed to a 50% joint venture with Dussault Apparel. On July 09, 2009, Dussault Apparel announced the launch of the Gene Simmons MoneyBag(TM) Adrenaline Sports clothing line. Designed by Dussault Apparel founder and head designer Jason Dussault, the new clothing line was highlighted on the television series "Gene Simmons Family Jewels" on Sunday, July 12, 2009.

In addition, Dussault Apparel recently announced that the Company has formed a strategic alliance with Miami, Florida based swimwear designer Betty Bangs. Ms. Bangs creates one of a kind, handcut, hand blinged, handmade rock-n-roll swimsuit/bikinis. Commented Jason Dussault, "The moment I saw Beth's collection of swimwear I realized the potential for some type of synergy. Beth and I share a lot of the same design standards: quality, originality and sex appeal. We both feature hand embellishments to our work and only produce limited collections."

Savvy publicity leads to exponential growth

Coupled with prime coverage on "Gene Simmons Family Jewels", Dussault Apparel is gaining valuable exposure as the focus of a new television production. On July 14, 2009, Dussault Apparel and Paperny Films announced that production began on the pilot "DUSSAULT INC." The television production was commissioned by Bio, a Rogers Media Television channel. The pilot episode, which is being shot in Vancouver and New York City, follows entrepreneur Jason Dussault as he balances the glamour and grit of international fashion design with the trials and triumphs of raising a family with

actress, model and business owner, Mashiah Vaughn. Shot in high-quality HD, the pilot is executive produced by David Paperny and Cal Shumiatcher, the award-winning team behind such hits as CBC's "The Week the Women Went" and Food Network's "Glutton for Punishment."

Building long-term success, a compelling business model

Transforming innovative ideas into a global brand, Dussault Apparel is on a trajectory comparable to True Religion, a denim designer whose stock price went from \$1 a share to \$20 after their blue jeans began to appear on celebrities such as Jessica Simpson, Angelina Jolie and the cast of Desperate Housewives. Today, True Religion is a \$500 million company with annual sales exceeding \$139 million.

The denim market is truly global in scope with sophisticated distribution channels that allow an emerging design house like Dussault Apparel to rapidly grow revenues. The world denim market grew to \$50 billion in 2006. The world denim market is expected to grow even further to \$52.5 billion by 2012. The premium denim market amounts for \$1.1 billion of global denim sales. In the US denim sales were \$15.8 billion of that luxury denim exceeded over \$679 million in 2006; this category continues to endure as one of the most appealing segments of the apparel market.

Like the majority of companies, across a majority of industries, Dussault Apparel has not been unscathed as it navigates its way through this tumultuous economic tsunami. However, the Company has swiftly responded to the downturn in consumer spending, announcing the launch of a new, moderately priced collection that offers clients affordable luxury. The new collection should be in stores later this summer. The adoption of this new tactic, the production of the new collection, exemplifies management's skilful and pragmatic approach to the global financial crisis. Jason Dussault commented, "Everyone is well aware the impact that the current economic slowdown is having on consumer spending. I have always stood for affordable luxury and I am designing this line for fashion forward shoppers, those in their 20s and 30s who are trimming spending amid the financial crisis and are seeking lower prices."

The collection is titled Deuce by Dussault (Deuce Ink Brand Collections). The new collection will maintain the same qualities and characteristics that have been the hallmark of the Dussault line but the collection will not be limited in runs. The Deuce by Dussault collection is targeted at a broader range of retail distribution and is expected to be more widely available, enabling economies of scale and additional production cost savings. Dussault added, "Offering more economical options will, I believe, broaden our

consumer base and further enhance brand loyalty, and will help to expand our distribution and enhance brand awareness."

Dussault Apparel has diligently established a brand in a high-margin business that has a global appeal. Importantly, the Company has prudently gone about its business by manufacturing in locales where costs are lower, but quality remains high, thereby offloading the expense and needless burden of having to capitalize and operate the means of production. This strategy allows Dussault Apparel to quickly respond to changing economic circumstances and to rapidly adapt to the changing demands of new markets. Coupled with a savvy and sophisticated marketing strategy, Dussault Apparel is, in StocksJournal's opinion, currently undervalued and is positioned for exceptional growth in the coming months, as the global economy works its way out of its slumber. Having recently traded below \$0.10 (last traded \$0.074 on July 15, 2009), with a modest market capitalization and small float, StocksJournal suggests that DUSS.OB is a speculative situation that looks poised to retrace its steps to higher price levels, with the next technical level at approximately \$0.18 and, thereafter, \$0.32.