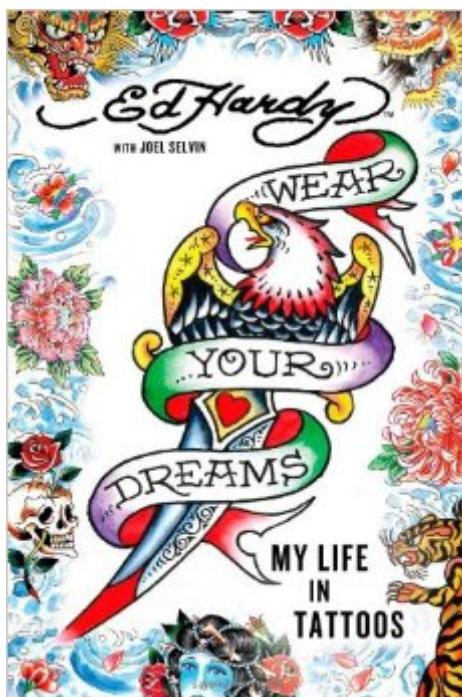


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# Wear Your Dreams: My Life In Tattoos



## Synopsis

The memoir of iconic tattoo artist Ed Hardy from his beginnings in 1960s California, to leading the tattoo renaissance and building his name into a hugely lucrative international brand "Ed Hardy" is emblazoned on everything from t-shirts and hats to perfumes and energy drinks. From LA to Japan, his colorful cross-and-bones designs and ribbon-banners have become internationally ubiquitous. But long before the fashion world discovered his iconic designs, the man behind the eponymous brand spearheaded nothing less than a cultural revolution. In *Wear Your Dreams*, Ed Hardy recounts his genesis as a tattoo artist and leader in the movement to recognize tattooing as a valid and rich art form, through to the ultimate transformation of his career into a multi-billion dollar branding empire. From giving colored pencil tattoos to neighborhood kids at age ten to working with legendary artists like Sailor Jerry to learning at the feet of the masters in Japan, the book explains how this Godfather of Tattoos fomented the explosion of tattoo art and how his influence can be witnessed on everyone, from countless celebs to ink-adorned rockers to butterfly-branded, stroller-pushing moms. With over fifty different product categories, the Ed Hardy brand generates over \$700 million in retail sales annually. Vividly packaged with original Ed Hardy artwork and ideal for ink devotees and Ed Hardy aficionados alike, *Wear Your Dreams* is a never-before-seen look at the tattoo artist who rocked the art world and has left a permanent mark on fashion history.

## Book Information

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## Customer Reviews

I am a tattoo \*collector\* since 1980 and a huge fan of ed hardy,since even before his days with

tattootime...one of the first real publications about the tattoo world which was just starting to take off at the time.he seems like a really great guy,i even spoke to him on the phone once in the early eighties and he was very nice telling me about his publications...anyhow I couldn't believe the wealth of information he shared about this business,his style and his family.i believe he is one of the best tattoo artists of all time...also of interest was the entire story of \*his\* clothing line...which I never was really into,but I was surprised to hear the real story.what a fantastic life and what a fantastic book,i'm really glad he wrote this...I had been waiting for years for something like this.

I'm a fanatic on the history of the tattoo business--I already have a sizable library of every book available. I also own almost all of Hardy's own Hardy Marks publications, so please forgive my positive prejudice... this book ties together all the stories I've read about Zeke Owen, Doc Webb, Cliff Raven, Hong Kong Tom Yeomans, Phil Sparrow, Sailor Jerry, Oguri, Jack Rudy, Good Time Charlie Cartwright, and other giants of the tattoo business who, along with Hardy at the center of it all, brought Tattooing into the modern age----from grind "em out street shops to the hyper fine art tattooing being done today. Hardy went through it all, and more than any other single artist, made it all happen. Great read, lots of great stories. A few years back, kids were coming into my shop wearing all this Von Dutch gear, and they had no idea who he was...Likewise with all the Ed Hardy stuff---I wind up explaining, with great exasperation, that the guy is a helluva more than a "bleepin" T shirt! They all oughtta read this book!!

Tattoos tattoos my kingdom for a tattoo this book tells you every thing about the phenomena if your under 30 you get the history if your over 30 you get the story of an icon Joel Selvin and Don Ed Hardy, a life lived and chapters to be written MAGIC!!!!!!!

This is a great book, and Ed Hardy is a fascinating character--both brilliant artist and exceptional historian. Most tattooists seem to have almost blundered into the trade, but Hardy already knew, as an artistic ten-year-old, what he wanted to do with his life. He attended college at the Art Institute in San Francisco, unheard of for tattooists of the day, and turned down a scholarship to graduate school at Yale to open a tattoo parlor after graduation. Hardy was less in it "for the money" than for the art and the experience, as either giving or getting tattoos at the time symbolized an outlaw lifestyle. Hardy saw art where others saw anti-social rebelliousness, and he was long intrigued by both traditional American styles and the very different ones in Japan. A long correspondence with Norman Keith Collins ("Sailor Jerry") in Honolulu ensued, and before long Ed Hardy was in Japan

learning to tattoo traditionally with Horihide. Always interested in the stories behind the tattooers, the art and the culture, Hardy and his wife Francesca Passalacqua started HardyMarks, a publishing house focused on tattooing. This was long before there was any interest in the topic by the mainstream, and HardyMarks has created some twenty books. Long considered "the godfather of American tattooing" within the tattoo community, Hardy suddenly became a fashion icon when, in 2004, he leased his designs for everything from high-end clothing to jewelry, perfume, wine, iPhone covers, energy mints, and even motorcycles. This book contains all these stories and many more. It is a great one!

Ed Hardy is an old friend of ours....knew him before his name was smeared all over everything thanks to doing business with the wrong people. Always ready to read of his journey as it is a testament in the history of modern tattooing. Take the journey.....buy his book!(had a copy already, this is backup!)

Opened my eyes about who Ed Hardy really is. I mocked his name mistakenly for years due to the gross licensing of his images. An unfair prejudice for a man ahead of his time, a true American pioneer in the western tattooing world, he really is a living legend, a man who has lived a fascinating and groundbreaking life, in an era that will never be replicated. This is a must read for anyone interested in tattoos!

Definitely Ed Hardy has made his "mark" on our current society! It is unfathomable to count the number of shops, let alone individuals that wear ink as a statement of life that have been influenced by Ed Hardy. Bravo!

I don't have a tattoo. I will never have a tattoo. But this story is fascinating. How one man's obsession changed modern culture is beyond my imagination. I grew up in Hardy's generation, not too far from his home town. But our life experiences diverged by the age of 10 or so. Loved it.

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