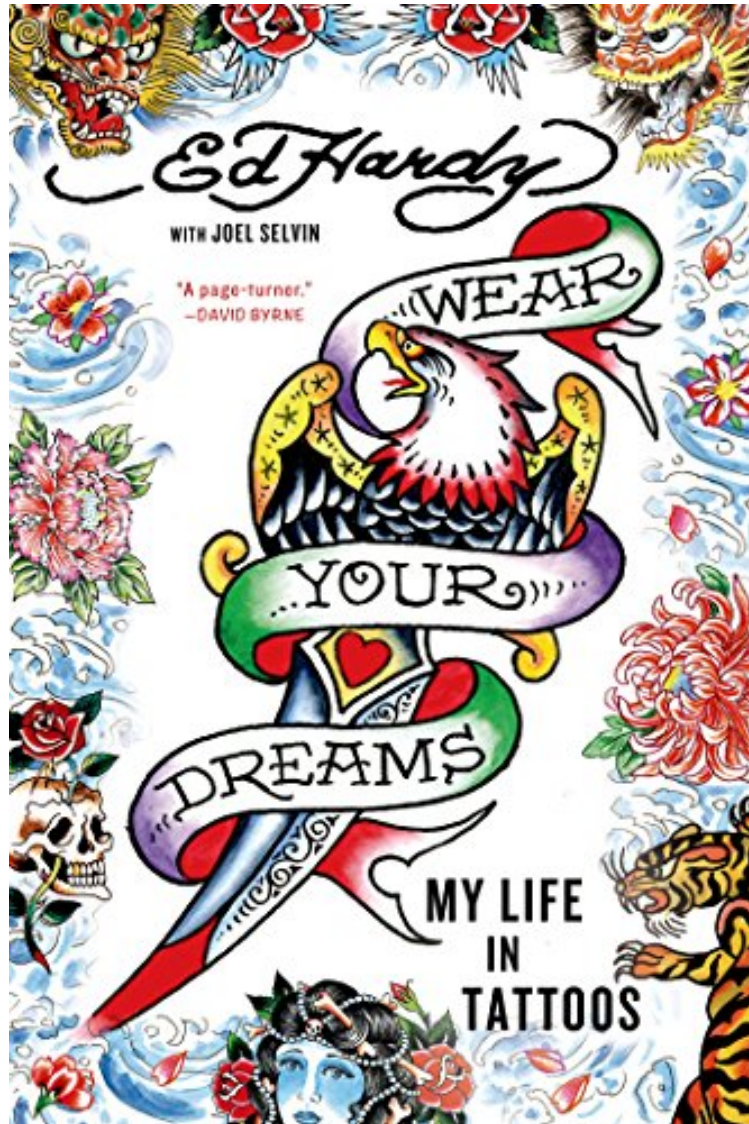


(Download) Wear Your Dreams: My Life in Tattoos

## Wear Your Dreams: My Life in Tattoos

*Ed Hardy, Joel Selvin*

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**Ed Hardy, Joel Selvin : Wear Your Dreams: My Life in Tattoos** before purchasing it in order to gage whether or not it would be worth my time, and all praised Wear Your Dreams: My Life in Tattoos:

0 of 0 people found the following review helpful. At last, the whole story...By Richie JinglesI'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!!0 of 0 people found the following review helpful. fantasticBy jim warnerI 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.1 of 1 people found the following review helpful. Ed Hardy a true American pioneer, a radical thinker, and a remarkable artistBy E. SnodgrassOpened 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!

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.

From Booklist"m not a public figure," claims Hardy, the iconic tattoo pioneer whose distinctive artwork now enlivens everything from T-shirts to energy drinks. In his compelling memoir, cowritten with pop-culture author Selvin, Hardy now reveals the man behind the needle. Born in 1945, he grew up south of Los Angeles during a time when only sailors commonly sported tats. Hardy surfed, drew, and hobnobbed with hipsters, airbrush artists, hot-rodders, and the few tattooists around, then studied printmaking in San Francisco. There artist Phil Sparrow rekindled his passion for body art, inspiring him to open his first shop in Vancouver, British Columbia. Hardy energetically describes his subsequent founding of tattoo parlors in Seattle and San Diego, finding love in New York, inking the Yakuza (the Mafia) in Japan, and winning a lifelong battle with alcoholism. Hardy also portrays enigmatic and elusive Sailor Jerry, America's tattoo patriarch, with whom Hardy partnered to kick-start his billion-dollar, worldwide franchise. Versed in high art, pop culture, and fringe lifestyles, Hardy is a wise and charming guide through the fascinating history of American tattoo art. --Jonathan Fullmer "Great insight;I couldn't put this book down once I started reading it! A truly great American success story that shouldn't be missed!" ---Ace FrehleyAbout the AuthorEd Hardy is an artist best known for his iconic tattoo work and his eponymous apparel and accessories brand.Joel Selvin is coauthor of the #1 New York Times bestseller *Red* and author of the award-winning *Ricky Nelson and Summer of Love*.Johnny Heller has earned multiple Earphones Awards from AudioFile magazine, including one for *Closing Time* by Joe Queenan, and has earned two Audie Awards and many more nominations. Named one of the Top Fifty Narrators of the Twentieth Century by AudioFile, he has recorded over five hundred titles.