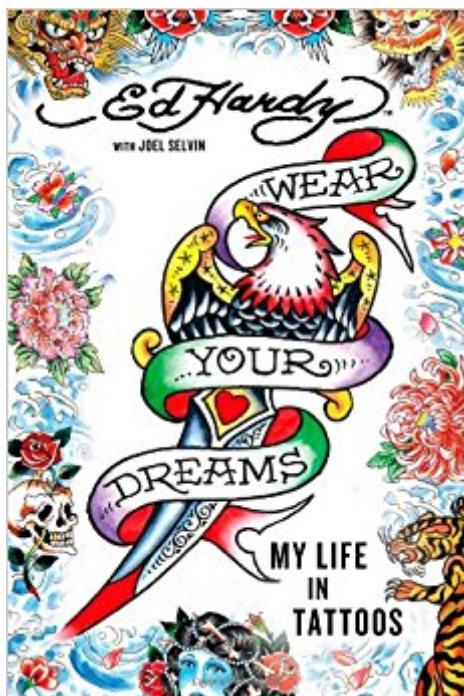


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# Wear Your Dreams: My Life In Tattoos



## 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

Hardcover: 304 pages

Publisher: Thomas Dunne Books; 1st edition (June 18, 2013)

Language: English

ISBN-10: 1250008824

ISBN-13: 978-1250008824

Product Dimensions: 6.4 x 1.1 x 9.4 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 28 customer reviews

Best Sellers Rank: #588,040 in Books (See Top 100 in Books) #151 in Books > Arts & Photography > Other Media > Body Art & Tattoo #1062 in Books > Biographies & Memoirs > Arts & Literature > Artists, Architects & Photographers #1549 in Books > Biographies & Memoirs > Professionals & Academics > Business

## Customer Reviews

â œlâ™m not a public figure,â • 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-rodgers, 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, Americaâ™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

âœTattoo visionary Hardy has produced an engrossing memoir that serves as both a colorful guide to the history of the tattoo revival and a window on the life of an ambitious, blue-collar artistâ|a thoughtful narratorâ|He paints vivid thumbnails of characters like Sailor Jerry and Christian Audigierâ|Hardy has no shortage of anecdotes and he's not shy about coping to his mistakesâ|he never loses his genial tone. Tattoo couldn't have a better spokesperson.â•â•Publishers WeeklyâœSurprisingly heartfelt memoir by an iconic American tattoo artist.â•â•KirkusâœHardy shares his life in this memoir exploring how he came to be one of the world's most famous tattoo artists. In his travels and travails, Hardy has helped moving tattooing from the cultural wastebasket to the cultural norm. Here, he shares some of his breakthrough moments, some of his regrets, and much of his inspiration. With a rasp in his voice, Johnny Heller sounds in many ways just like Hardy, and it's clear why he was chosen as the narrator. Hardy's nonchalant attitude about his beginnings and even his success is captured by Heller, who can deliver a light and laid-back tone.â•â•Publishers Weekly audio book reviewâœFurther proof that art is where you find it. Don Ed Hardy had this insight and followed through on it. Though some of his work is now shown in galleries and museums his choice to pursue an artform that, at the time, was decidedly and defiantly alternative lead him down a path that is both beautiful and hair raising (I wouldn't want to make a mistake tattooing Yakuza in Japan!). The result is a page turner of an art book - and there aren't many of those!â•â•David Byrne, founding member of Talking HeadsâœEd Hardy, along with Sailor Jerry and others, is one of the earliest artists responsible for making the American traditional style, timeless yet modern, with designs that hearken to past eras while punctuating current eras. His art

speaks to a vast array of generations. Gaps that once were divided are now unified as a result of his work... More than can be said for any politician or political party. One of the marks of a great artist is creating a body of work that speaks to multiple genres and will continue to do so for years to come.â • â •Dave Navarro, guitarist for Jane's Addiction and Red Hot Chili Peppersâ œWear Your Dreams gives the reader great insight into the life of tattoo artist Ed Hardy. His unyielding spirit and dedication to the art form is very evident. I couldn't put this book down once I started reading it! A truly great American success story that shouldn't be missed!â • â •Ace Frehley, lead guitarist of KISS and author of No Regretsâ œEd Hardy broke the mold. Now everyone is trying to rip off his ideas. I love Ed Hardy. As this book shows, he is bad to the bone.â • â •Lita Ford, the lead guitarist for The Runawaysâ œThis book is a stunning and revealing work from one of the greatest artists of our time. Ed Hardy's writing gets under the skin of modern tattooing.â • â •Margaret Cho, comedian and author of I'm The One That I Wantâ œEd Hardy's intimate account takes us on a vibrant journey that exemplifies the urgent drive of creativity and curiosity that is emblematic of an artist. He is a maverick whose accomplishments disrupt conventions and whose work greatly impacts our use of the body as a vehicle for self-expression.â • â •Kiki Smith, artist

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 oughta read this book!!

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.

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!

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!!!!!!

Good book on ed hardy

Very interesting look at the history of modern tattoo.

Bought this once before however we recently had water damage in our home and some of our books got wet, so I replaced this one because my son and daughter just LOVE ED HARDY

It was alright

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