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Tattoos have gone from badges of rebellion to fashion statements fully absorbed into mainstream culture. They are enjoying a renaissance, with graphic designers and artists creating specialty tattoos for a growing audience, unleashing a revival of interest in the bawdy vintage tattoo. Old school tattoos are being rediscovered (sometimes ironically, sometimes not) by a new generation. Originally embraced by rebels, sailors, and gangsters, these tattoos—broken hearts, naked girls, floral motifs, and maritime emblems—are now showing up on the fashion runway and in music videos. This book chronicles vintage motifs in thematic chapters interspersed with profiles of influential tattoo artists and their distinctive designs: Sailor Jerry Collins, Don Ed Hardy ("the Godfather of Tattoos"), Mike "Rollo Banks" Malone, Bert Grimm, Japan's Horiyoshi III, and Shanghai's Pinky Yun.