

## **Christian Audigier - The Man Who Married Ed Hardy's Tattoo Desig**

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**Aug. 18, 2009** - [PRLog](#) -- Don Ed Hardy is a famous American tattoo artist and is known as a legend, or the "Godfather of tattoo art" in the tattoo world due to the sophisticaion and depth of his art. He is also a well accomplished painter and print maker. Don Ed Hardy has arguably done some of the most intricate and inspiring tattoos in the world by combining Japanese and Asian, Choclo, hotrod and American surf cultures. Born in 1945 and raised in southern California, Ed Hardy had a lifelong interest in becoming a tattoo artist. While studying print art in California in the late 1960s Ed Hardy did an apprenticeship to become a tattoo artist. In the early 1970s Ed Hardy lived in Japan where he studied tattoo art under Sailor Jerry Collins. In Japan Ed Hardy improved his technique for doing Asian tattoo art. Since the 1980s Ed Hardy build up one of the most famous tattoo art businesses in the world in San Francisco and has published many books about tattoo art. Ed Hardy's involvement with clothing and fashion emerged in 2002 when a deal was signed wiht Ku USA to make a line of clothing based on Ed Hardy's tattoo art.

In 2004, Christian Audigier, the famous French-born fashion designer licensed the rights to produce clothing and Ed Hardy Tee shirts based on Ed Hardy's tattoo art. Christian Audigier is one of the most famous fashion designers in the world and is widely said to be a marketing genius for launching and creating brand names. Christian Audigier has made major contribuitons to the success of major name brands including Diesel, Levi's and American Outiftters. Following Christian Audigier's marketing success with the Von Dutch line of clothing and accessories, Christian Audigier made the Ed Hardy fashion line an immediate global sensation by marketing the products to celebrities including Madona and Britney Spears and opening shops in high-end fashion locations all over the world. In 2008 Christian Audigier launched Ed Hardy Fragrances, a women's perfume, which became an instant sensation in the fashion world. Today Ed Hardy t shirts have become so famous that they can be seen from college dorms across America, the Sunset strip in Hollywood, California to Johannesburg, South Africa and the Sunshine Coast of Australia.

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