

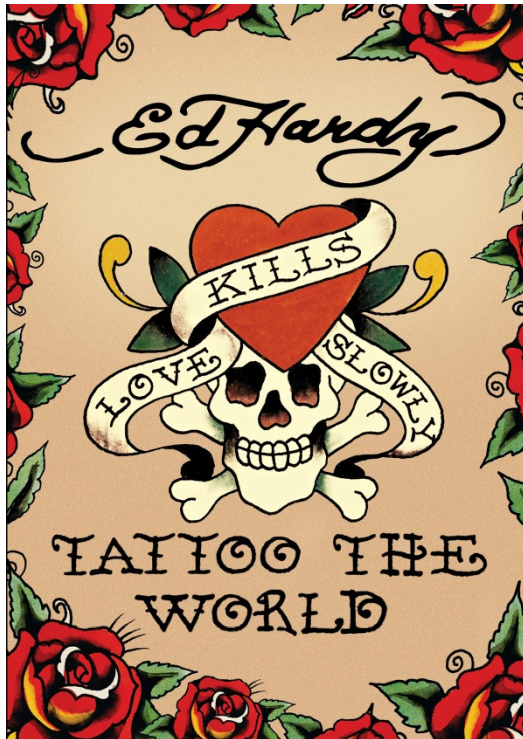
PREORDER **AUG 16** RELEASE **SEP 20**

NEW RELEASE: **DOCURAMA**

ED HARDY: TATTOO THE WORLD

An intimate glimpse into the life of the world phenomenon

- Ed Hardy is responsible for a \$500-million-a-year merchandise empire, with his cologne outselling Chanel No. 5 last year.
- Hardy's iconic artwork has covered the globe, with celebrity fans such as Madonna, Britney Spears and Kanye West.
- Promotion and marketing will leverage access to Hardy and his art, including using Hardy's iconic images for the packaging and including official Hardy merchandise with purchase.
- The art of tattooing continues to rise in popularity, with almost 1 in 4 Americans ages 18 to 50 tattooed. For Americans ages 26-40, a whopping 40% have at least one tattoo.
- Facebook ad campaign to target fans of Ed Hardy (1MM), Tattoo & Piercing (4.6MM) and *Miami Ink* (1.7MM).



SYNOPSIS Ed Hardy TATTOO THE WORLD is an artist's journey, following his unexpected rise to cult status and his phenomenal influence on pop culture. With one foot in the world of tattooing and the other planted in the fine arts, Hardy had each inform the other. In 2004, Hardy's images were spotted by a clothing designer and the Ed Hardy brand was born. Its immense success has allowed him to return to his personal art. Reflected in his paintings are his years of blending high and low art, cutting across cultures and styles, distillations from his collaborations with his clients and a hyperactive imagination.

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$24.95 U.S. \$29.95 CAN

FORMAT: DVD Single

PACKAGING: Single Amaray in O-card

LENGTH: Approx. 75 mins + extras

GENRE: Documentary

YEAR: 2010

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

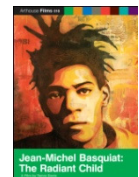
UNITS PER CARTON: 30

TRAILER: <http://www.youtube.com/watch?v=gpkAvsQxsIM>

COMP TITLES



LA INK



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