



## Following Suit<sup>35</sup>

Speak to anybody and you will receive different answers regarding<sup>36</sup> their recent rise in popularity. Over modern times, celebrities<sup>37</sup> such as David Beckham, Lady Gaga and Justin Bieber have been flaunting<sup>38</sup> their artwork, and that has no doubt<sup>39</sup> helped influence hundreds of thousands around the world to follow suit. In fact<sup>40</sup>, these days it's almost harder to find a famed<sup>41</sup> musician or footballer not sporting<sup>42</sup> a tattoo. Be it a small, discrete<sup>43</sup> symbol, or fully fledged<sup>44</sup> sleeves,

most celebrities and 'stars' seem to have them. There's also no denying that social media has played a significant role. With millions now sharing photos and posts of their own day-to-day<sup>45</sup> lives, never before have people had more access to alternative ideas. This has helped stoke<sup>46</sup> self-expression, as social media users are able to find images at the drop of a hat<sup>47</sup> and are able to show themselves off to<sup>48</sup> others. In return<sup>49</sup>, the industry has boomed<sup>50</sup> significantly. However, it seems that not everybody is pleased. Sixty-two-year-old Jordan

Daniels, of Tyne and Wear, was once the region's self-proclaimed<sup>51</sup> most tattooed man. With an increasing amount of people cashing on<sup>52</sup> getting inked, he feels that the tattoo culture has changed somewhat, and not for the best. "There was a time when getting a tattoo was a sign of individuality, a way of standing out from the crowd and being yourself," he tells BEM. "Now though, it's almost become something of a fashion, a status symbol<sup>54</sup>. You speak to some with tattoos and their art has no meaning or personal reference<sup>55</sup>. It's just a 'look at me' and that's not what tattoos are about."

<sup>35</sup> to follow suit 'ta' fɒləʊ suːt 'nastąpić po czymś, podążać za czymś  
<sup>36</sup> regarding sth 'rɪˈɡɑːdɪŋ 'səmɪŋ odnośnie (do)

<sup>37</sup> celebrity 'sɪˈlebrɪti gwiazda, cześć

<sup>38</sup> to flaunt sth 'ta fłaɪnt 'səmɪŋ obnosić się

<sup>39</sup> no doubt 'nəʊ daʊt bez wątpienia

<sup>40</sup> in fact... 'ɪn fækt a właściwie...

<sup>41</sup> famed 'feɪmd sławny

<sup>42</sup> to sport sth 'ta spɔːt 'səmɪŋ nosić coś, obnosić

<sup>43</sup> discrete 'dɪskrɪt dyskretny

<sup>44</sup> fully fledged 'fɒli fledʒd pełnoprawny, w pełni

<sup>45</sup> day-to-day 'deɪ tə deɪ codzienny (tylko przed rzeczownikiem)

<sup>46</sup> to stoke sth 'ta stəʊk 'səmɪŋ wzniecić coś, podżegać

<sup>47</sup> at the drop of a hat 'ət ðə drɒp əv ə hæd ot tak, bez powodu

<sup>48</sup> to show oneself off 'tu tə ʃəʊ wʌn'self ɒf 'ta

<sup>49</sup> in return 'ɪn rɪˈtɜːn w zamian

<sup>50</sup> to boom 'tu buːm przeżywać boom, cieszyć się

<sup>51</sup> self-proclaimed 'self-prəˈkleɪmd samozwańczy, który sam określa siebie mianem (jakiegoś)

<sup>52</sup> hard-earned 'hɑːd-ɜːnd ciężko zarobiony

<sup>53</sup> to splash out on sth 'tu splæʃ aʊt ɒn 'səmɪŋ

<sup>54</sup> status symbol 'stetəs 'sɪmbəl status

<sup>55</sup> reference 'rɪfərəns odwołanie, odniesienie