



Whatever the reason, it seems that a desire to show 'identity' or 'individuality' is one of the most common factors behind tattoos, and it's an industry which many artists are deciding to **cash in on**<sup>26</sup>. With an increasing amount of tattoo **parlours**<sup>27</sup> opening up and with more **variety**<sup>28</sup> than ever before, it's **evident**<sup>29</sup> that folk are **crying out for**<sup>30</sup> more choice.

Tasha Darcy is a tattoo artist from Greater Manchester who has **been in the game**<sup>31</sup> for almost three decades. Speaking exclusively to Business English Magazine, she explains how the last 10 years have been especially crazy for the market.

"Anyone working in the industry will tell you that there has been a big **demand for**<sup>32</sup> tattoos over the past few years. Not just big, but massive. It's been **phenomenal**<sup>33</sup>, the number of people who are following their hearts and doing what they actually want with their bodies," she says. "Nobody sees it as an issue anymore. The **old-fashioned**<sup>34</sup> view of tattoos being something purely for lower-class subcultures and football hooligans has long died away, which is amazing. It's positive for everyone."

<sup>26</sup> to cash in on sth *tə kæʃ ɪn ɒn* 'samθɪŋ **zbić na czymś majątek, zarobić na czymś**

<sup>27</sup> parlour *'pɔ:lə(r)* salon (np. **tatuażu**) (UK)

<sup>28</sup> variety *və'reɪəti* **różnorodność**

<sup>29</sup> evident *'evidənt* **widoczny, jawny**

<sup>30</sup> to cry out for sth *tə krai 'aʊt fə(r)* 'samθɪŋ **głośno czegoś zażądać, domagać się**

<sup>31</sup> to be in the game *tə bi ɪn ðə geɪm* **być w grze (tu: w branży)**

<sup>32</sup> demand for sth *dɪ'mə:nd fə(r)* 'samθɪŋ **popyt na coś, zapotrzebowanie**

<sup>33</sup> phenomenal *fɪ'nɒmɪnl* **fenomenalny, niesamowity**

<sup>34</sup> old-fashioned *əld 'fæʃnd* **tradycyjny, starszowiecki**