TATTOO
Magazine dedic
rld beauty in diversity
Vol.2-No.7
July 2011
Featuring models
Bernadette Macias
Zurine Liquor
Jeselyn
Alysha Nett
World Renowned Photographer
Scott Church
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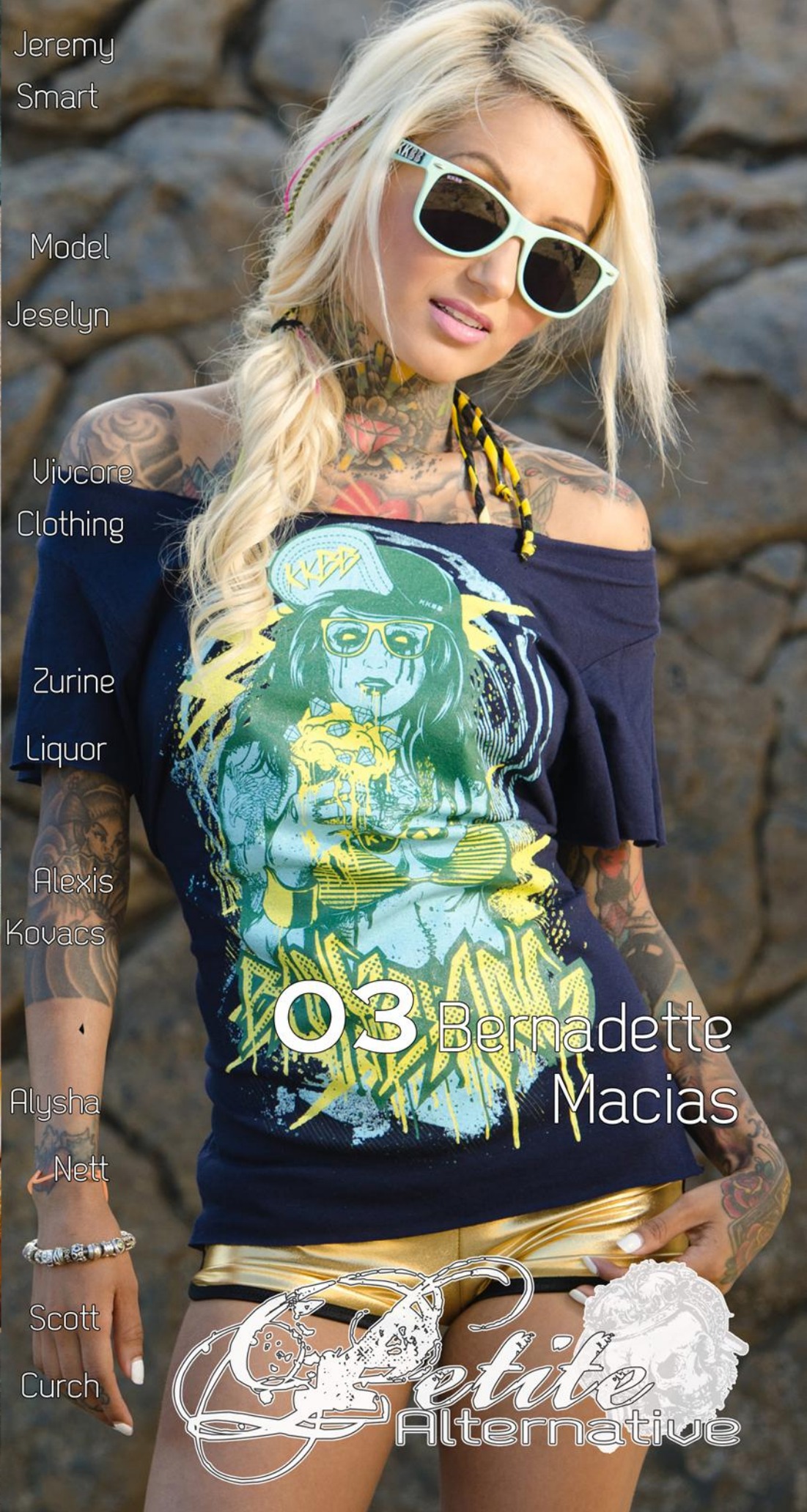

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Petite Alternative

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Petite Alternative

A magazine dedicated to the underdog within the modeling industry. The Petite Alternative is the only publication with a mission to help women who are tattooed and pierced show the world the beauty in diversity. Petite Alternative wants to begin a movement showing the world that self expression is no reason to look the other way. Beauty is an art form in many colors and shades. Join us in our goals to make the worlds diversity something to be proud of.

www.ThePetiteAlternative.com

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Welcome to TPA! I would personally like to thank everyone who supports our cause. TPA understands how competitive the modeling industry is and will keep fighting until we conquer society's selective ignorance one model at a time!

-Stacey Renee

Cover Model

Bernadette Macias

Photography: Brandon Buie
Fashion: KKBBapparel, MonsterMuffin Hotshorts, FreshPeaches Bikinis
MUA Hair: LaDama Makeup

facebook.com/BernadetteMacias
modelmayhem.com/MsMurder
twitter: @ItsMsMurder

Why did you want to be the cover of The Petite Alternative?
Because not only am I 5'1 93 pounds but I am heavily tattooed. Petite models have it rough, but thankfully the industry is becoming more open to us and to tattoos ;) This magazine is a huge sign to the world that size doesnt matter. Just be good at what you do and you can make it in this industry. Dont give up, all my polly pocket sized friends ;)

If you had any advice for our newbie petite alternatives what would it be?
Stay true to who you are and where you want your career to go. Stay positive, dont take rejection personal, and HUSTLE!!! You have to work to get anywhere in this industry. Be yourself ALWAYS ;)

What is it like being a petite alternative model?
I love it, although I have been denied jobs because of my size and look. The majority of jobs I've got are because of my look and size. I am my own person. I am unique ;) I am 1 of the original Sullen Angels and main host for Sullen TV, I have banners and posters of me up in NoFear stores nationally, I have a 'MsMurder' line sold through www.JesseJaymesTattooCo.com... I love being a petite alternative model ;)

Hobbies?
Concerts, art galleries, travel..

What are your turn ons? What are your turn offs?
I HATE arrogance, and I hate girls who are full of themselves... I hate girls who hate lol. BE YOURSELF, live your life, and let the rest of us lives ours.. I dont care how much you make or how rad you think you are haha.

How many tattoos do you have?
lol I've never counted but about 90% of my body ;)

How old were you when you got your first tattoo?
17, In Thailand.

What was it?
I got a little spider on the side of my right ankle lol so hardcore I know haha.

What made you get that first tattoo?
I was actually rebelling.. I moved out when I was 16. A year later I was getting kicked out of Holland by their government so I moved to Thailand where my par-

KK

ents where. They didnt want me living with them, so they stuck me in an international boarding school. my first week there I snuck off to a tattoo shop and got my ankle tattoo, mainly because I wanted to get kicked out of boarding school lol.

Do you have any percings? If so where?
No, I use to do piercing and have had just about everything done but took them all out. I think with the amount of ink that I have piercings are overkill on me.

How would you describe yourself in three words?
Hilarious, honest, a genius lol

What was your favorite modeling experiance?
Too many ;) I love modeling for Sullen, FreshPeaches, IronFist, KKBB apparel, NoFear, PurrfectPinapples, HardCoreTeeze, ChoppedUpCherries, ZeploDesigns... the list goes on and on. I love every company that I work for ;)

What was your worst modeling experiance?
The only times I have hated shoots were when I was forced to work with hair MUA that were beyond untalented. I have 2 regular MUA hair girls (DanilleHall and LaDama) That I use 90 percent of the time. Sometimes, Im not allowed to book my own and have to use the companies and about 20 percent of those times I end up in the restroom trying to fix my face or hair.

If you had only six months left to live, what would you do with the time?
I would take my daughters around the world ;)

What is one thing that has happened in your life that has made the biggest impact on who you are today?
I got knocked up... twice lol I have 2 amazing daughter (2 and 4) that have changed my world life. They both have the same wonderful father ;)

What was your most awkward moment?
When I was in labor. The pain I was in caused me to thow up on the dr lol. Yeaaaaaaaah pretty embarressing.

If you could trade places with any other person for a week, famous or not famous, living or dead, real or fictional. with whom would it be?
Hmmmm I dont know... I dont think I would want to change places with anyone. I love my life and would find it strange to be in someone elses.

If you could meet anyone (dead or alive) who would it be and why?
Susan B Anthony, I want to get her coin tattooed on me. She is a hero in my eyes. She fought for womens rights in a time where standing up was very hard to do, especially for women. We could all learn something from her.

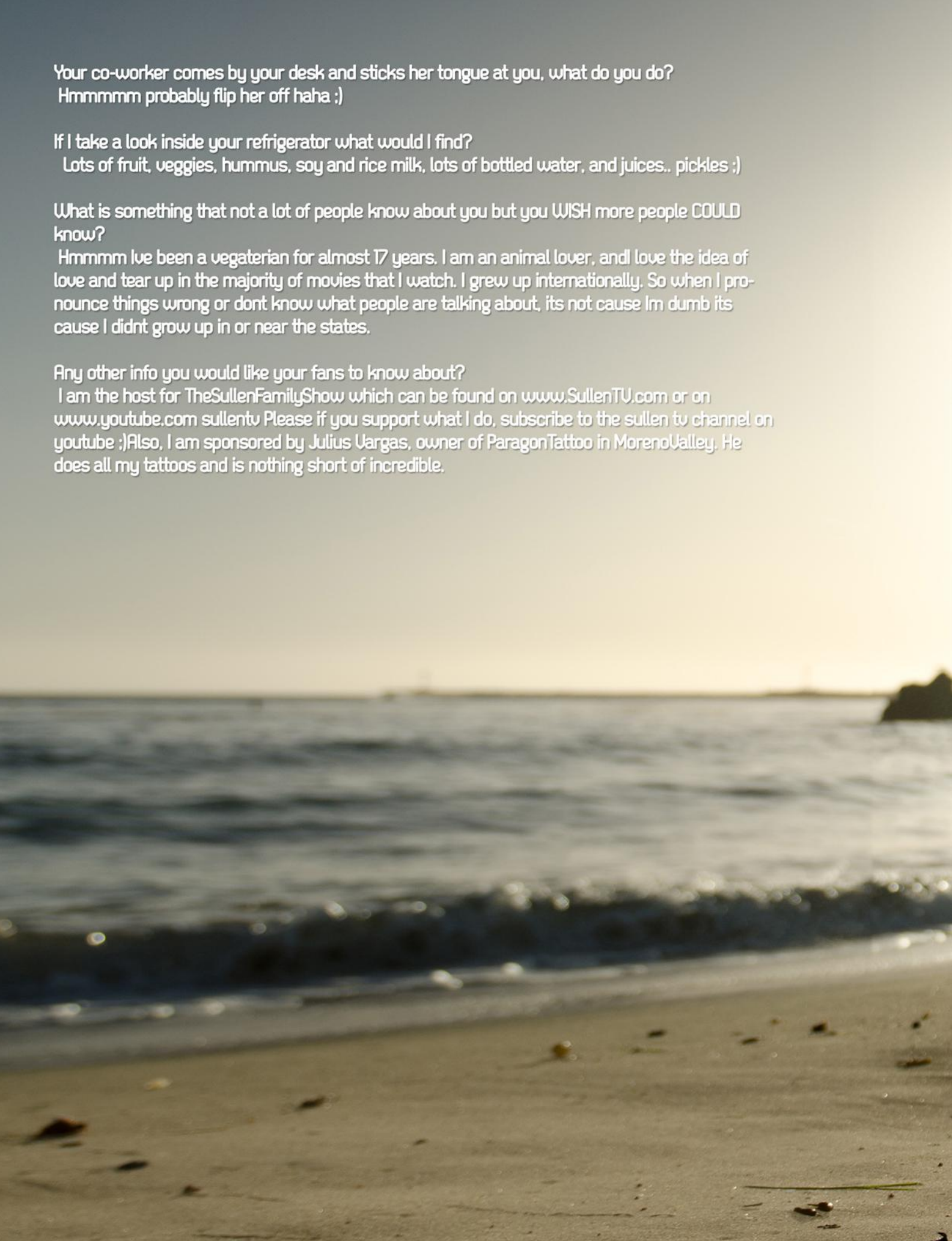
If you could have any superpower, what would it be?
Super fast flying :) So I could get to shoots super fast without spending a shit load on gas or spending half my day in traffic.

Your co-worker comes by your desk and sticks her tongue at you, what do you do?
Hmmmmm probably flip her off haha ;)

If I take a look inside your refrigerator what would I find?
Lots of fruit, veggies, hummus, soy and rice milk, lots of bottled water, and juices.. pickles ;)

What is something that not a lot of people know about you but you WISH more people COULD know?
Hmmmm Ive been a vegaterian for almost 17 years. I am an animal lover, andI love the idea of love and tear up in the majority of movies that I watch. I grew up internationally. So when I pronounce things wrong or dont know what people are talking about, its not cause Im dumb its cause I didnt grow up in or near the states.

Any other info you would like your fans to know about?
I am the host for TheSullenFamilyShow which can be found on www.SullenTV.com or on www.youtube.com sullentv Please if you support what I do, subscribe to the sullen tv channel on youtube ;)Also, I am sponsored by Julius Vargas, owner of ParagonTattoo in MorenoValley. He does all my tattoos and is nothing short of incredible.



Professional Body Modification Artist

Jeremy Smart

Pleasure and Pain Inc.
452 Northampton St.
Easton, PA. 18042

My name is Jeremy Smart, I've been a Professional Body Modification Artist for officially 16 yrs. now performing Extreme and Exotic Body Piercing, Electro-Cautery Branding, and Extensive Micro-Dermal Anchoring.

I'm an East Coast Native born and raised in the small town of Tilton, NH. I'm also a USMC Infantry Veteran formally stationed with the 1st Battalion, 3rd Marine Corps. Division in Kaneohe Bay, Hawaii, and I'm a sweet lil' cupcake baked by the devil!

My obsession with, and motivation to learn, primitive body modification began at a very early age. At age 12 or 13 I already had a passion and love for doing art and playing music. I soon found myself surrounded by dozens of people, family members, and bikers who adorned themselves with tattoos and piercings. I think my mother inspired me most by proudly adorning a tattoo of my initials on one arm, and a castle on the other. She was also responsible for giving me my first body piercing which ultimately kick started my body modification addiction. I also saw a National Geographic article on Mayans and Incas and remember admiring how beautiful and attractive they were, and how I wanted to be a part of that. Soon I found myself asking questions, researching, and finding anything I could regarding primitive cultures, tribes or body modification. Eventually, I found a book released by RE SEARCH publications titled Modern Primitives, a book that truly inspired me and opened my eyes to a whole new world of body modification. A very detailed and in depth view at primitive and modern primitive culture, extreme body modification, body play, rites of passage and the perfect guide that would eventually help mold me into a 16 year career as a professional body modification artist. At around age 14 I saved up my pennies and purchased my first equipment, and soon began performing extensive body piercing on myself and eventually others. I immediately began photographing my work and building a professional body modification portfolio.

Note: As a professional today I 'Do Not' condone self piercing or the piercing of others, nor do I agree with it. Body Modification is not a game and far too many people are taking it into their own hands with little to no know-how. Buying sterile piercing needles online doesn't mean you are a body piercer, so stop and think about the

Photography by Hatter Marie

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legalities and the numerous dangers and health risks involved. The truth is, any 'Professional' Body Modification or Tattooist out there has your best interests in mind, so please recognize and show due respect..

In December of 2000 while in the enlisted in the U.S. Marine Corps. stationed in Kaneohe Bay, HI. I met Jason Shirley, a fellow marine tattoo artist originally from Fulton County Georgia. We both shared the same passion and appreciation for body modification and became very good friends. After being deployed to Japan pre 911 we both met Eric D. a fellow marine aspiring to be a tattoo artist who Jay would eventually apprentice. By the summer of 2002 all three of us left the Marines. Jay and I worked together at a tattoo shop in Honolulu HI and Eric returned home to California to work at a shop. After much discussion, Jay and I packed up shop, moved to CA. and reunited with Eric. With the backing and support of a very good friend and customer we opened Blasting Zone Inc. on June 1st, 2004. Years later with the shop running smoothly I headed back to the East Coast. Worked at a shop in N. Conway, NH until moving south to PA. were I landed my current position as the Body Modification for Pleasure and Pain Inc. in Easton, PA.

Now, in the 16th year of my career I've had the honor of working with well over a dozen exceedingly talented custom tattoo artists and the opportunity to work around the globe, including Okinawa Japan, Honolulu HI, Turlock CA, North Conway NH and currently at Pleasure and Pain Inc. in Easton PA. I've attended numerous Piercing Seminars, Work Shops and worked several

Tattoo conventions across the United States. Also I've had the opportunity to meet and talk with some of my all time mentors like Fakir Musafar. I'm certified yearly in OSHA's federally required Blood Borne Pathogen Prevention Training, First Aid and CPR and I stay strongly involved within the Body Modification Community at all times. For the safety of myself and most importantly my clients I partake in any and all certification requirements to make sure that I'm up date on new techniques and regulations within the Body Modification Industry.

I take great pride in my work by providing my clients with clean, precise custom body modifications in a comfortable, relaxed, but safe and sterile environment. I believe building very strong artist-client relationships is the key to not only being a professional but a means of making people feel more comfortable knowing that we really do care and are looking out for their health and best interests by providing them with constant awareness, follow-ups, detailed aftercare instructions and quality body modifications.

My body modification has been featured on BMEzine.com and currently waiting to hear back from Savage Tattoo Magazine. My body modification portfolio can also be viewed on Facebook and Myspace.

Outside of my career I spend my time slinging original art and paint on canvas in a variety of different mediums. I'm also the lead/rythm guitarist for Easton, PA. Progressive Metal/Death Metal/Groove Metal band 'DEMENTIS'

Jeselyn

Photographer: Tiffany Ann
Fashion: MetalBec

Hey! I'm Jeselyn, the infamous 5' 100 lb. Dance of Death. I am a heavily tattooed and slightly pierced alternative, fetish, and pinup model. I've got over 200 hours of work.
I love dressing up, especially when it's jaw dropping and eye catching, shiny and tight. Latex is my absolute favorite, but don't get me wrong, I love anything that makes me look sexy. Some days I want latex, others I want something lacy... you'll just have to keep an eye out

Rhode Island, US
Height 5' 1"
Twitter: @jeselynonline
www.jeselynonline.com

Slave

Photography: Hatter Marie
Model: Nixon Salem
Make up & Hair: Making Faces Professional

Vivcore

When model Nixon Salem got her first look at the reproduction vintage gown that Vivcore had sent for her, her first words were "Oh…WOW! It's so beautiful I am afraid to even touch it, it, a work of art."

That sums up the Candy Violet line from Vivcore quite nicely.

Vivcore is the umbrella label of designer Vivien Hoffpauir. British born, she studied Fine Arts in England at the Birmingham Institute of Art and Design. Before moving to the states In 2002, she began selling her clothing and accessories under the Vivcore name, which has since split into 2 different labels selling vintage inspired original designs in everything from bombshell dresses to lavish costume jewelry. Full of whimsy and escapism, Vivcore creates fashion for your life and alter egos.

When asked to describe her design philosophy, Hoffpauir responds "I have 2 labels I work on that bring together different aspects of the places I've lived, and things that interest me most. I love vintage fashion and a lot of my designs are based on clothing from the past, especially the 40's and 50's. I spent a few years working with Lolita clothing styles, but I am now very much back to my first love of vintage glamour!"

Why the 2 labels from one designer? Viv says, "Candy Violet is the dressiest of my 2 labels. It is inspired very much by vintage European style, as well as old school Hollywood glamour. I love to create whole outfits, from the dress to the hats and jewels to finish it off perfectly! We have a growing collection of fancy day dresses, evening and cocktail dresses here, as well as faux fur and jewelry made using old mid century costume jewelry making techniques."

Candy Violet is a place where you can shop like the lady who first owned your favorite 1950's cocktail dress shopped. You can pick up the dress you love and know it comes in your size, and color. Pick up the per-

fect brooch to pin to it, and the perfect hat to finish it off with. Feel truly glamorous, and polished, and shop like the vintage lady we all deep down know we are.

"As a designer I hope to bring this part of the vintage lifestyle back for myself and my fellow vintage fans. I want us to feel spoiled and catered to the same way all over again!"

The second of the Vivcore labels is Cute Salad. The name alone makes you want more. She describes it as everyday retro style. With fun and flirty pin up and day wear items, Cute Salad is the most energetic and casual label, lots of bright colors and youthful playfulness! It went through a bit of a transition period, and re-launched earlier this year with its own site, cutesalad.com.

Not only does this lovely retro lady cook up some of the hottest vintage inspired fashions on the web, she joins our ranks as a petite beauty as well. When I first approached Viv about being featured in The Petite Alternative, she quipped "Sounds cool! I'm a petite designer , just 5'0" tall)!" Be sure to check out the full line of casual dresses, evening wear and accessories at www.vivcore.com and join her on Facebook to keep up with the latest from this rare find!

Artical by Nicole Zedonek

Urine Elixir

Make up Hair: Raquel Escribano
Photographer: Marya Garcia
Madrid, Spain

Sophie Paranoid
Madrid, Spain
Photographer: Marya Garcia
Make up and Hair :Raquel Escribano

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Electric Cheetah Tattoos
Alexis Kovacs

"I love this city. It's so good to be back in Bethlehem," says Alexis Uhl Kovacs, owner and artist at Electric Cheetah Tattoos and Permanent Cosmetics in Bethlehem, PA. "I've opened my own shop, and I intend on showcasing serious art, with a sense of fun."

Serious art is no stranger to Kovacs, who graduated from Kutztown University with a Bachelors degree in fine arts in 2003. Her lifelong love of art led her to begin her apprenticeship in 1999 at Paradise Lost Tattoos. During that time, she also acted as the shop's piercing artist. When asked what inspires her artistically, her response was "The human body form. Life in general can be inspiring. Beautiful art, be it tattoos or other mediums is what moves me to create." Her art is influenced by the likes of Salvador Dali, Roy Lichtenstein, Chuck Close, Olivia and Petty.

She describes her style as realism, with old and new school touches. Portraits are a high point for this award winning artist, as can be seen in her lifelike representation of old Hollywood movie monsters. Taking best black and gray piece at the Skindustry Expo in 2010, it features the Bride of Frankenstein, Frankenstein and Dracula. Alexis' work has snagged awards for both small and large color, and body panels.

Knowing that beauty isn't just skin deep, keeps this lovely lady on her toes.

Her dedication to her craft, and willingness to learn led her to train in permanent cosmetics with renowned trainer Terry Lively in San Antonio, TX in 2004. In 2009, she began offering this skill to area plastic surgeons. Her talents allow patients who have undergone reconstructive surgery to feel whole again. She spends 2 days weekly in house with various surgeons tattooing everything from nipples to eyebrows.

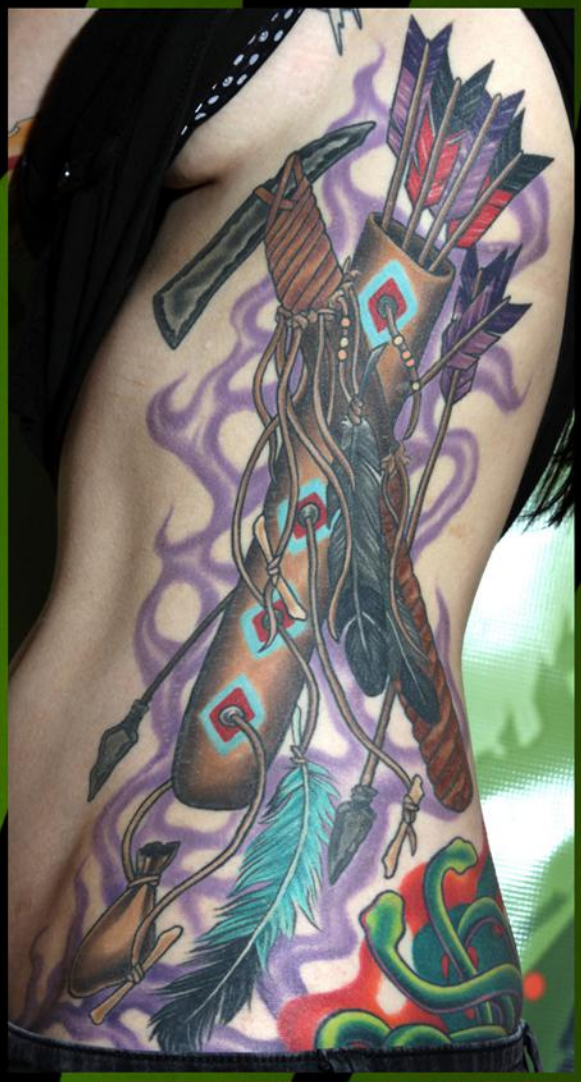
Her journey as a professional has led her to call many places home. Working in Austin, TX at Black Cat, and in such PA shops as Imperial, and Art and Soul Studios, finally brought her full circle to her own establishment, Electric Cheetah, located at 707 N. New St, Bethlehem, PA this eclectic studio is eye candy in its own right. With its funky animal print walls, and hot pink couch, a visit to the Cheetah is not soon to be forgotten. Staffed soley by Kovacs and her first ever apprentice Sheena Shangrila, it is a friendly, welcoming environment. Hours vary, and appointments are suggested. Alexis Kovacs can be reached at

www.facebook.com/Electric-Cheetah-Tattoos-and-Permanent-Cosmetics, via email at electriccheetahtattoos@yahoo.com or by phone at 610-419-1007.

Artical by
Nicole Zedonek

Photography by
Hatter Marie

Permanent Cosmetics: Eyebrows



CHUNGRY

Alysha Nett

modelmayhem.com/469272
Height: 5' 4"
Location: Philadelphia, PA

Photographer: Christopher Hann
Studio: Liquidcanvas Studios

God gave
grace
then why
aren't I
grateful?

Hatter Marie
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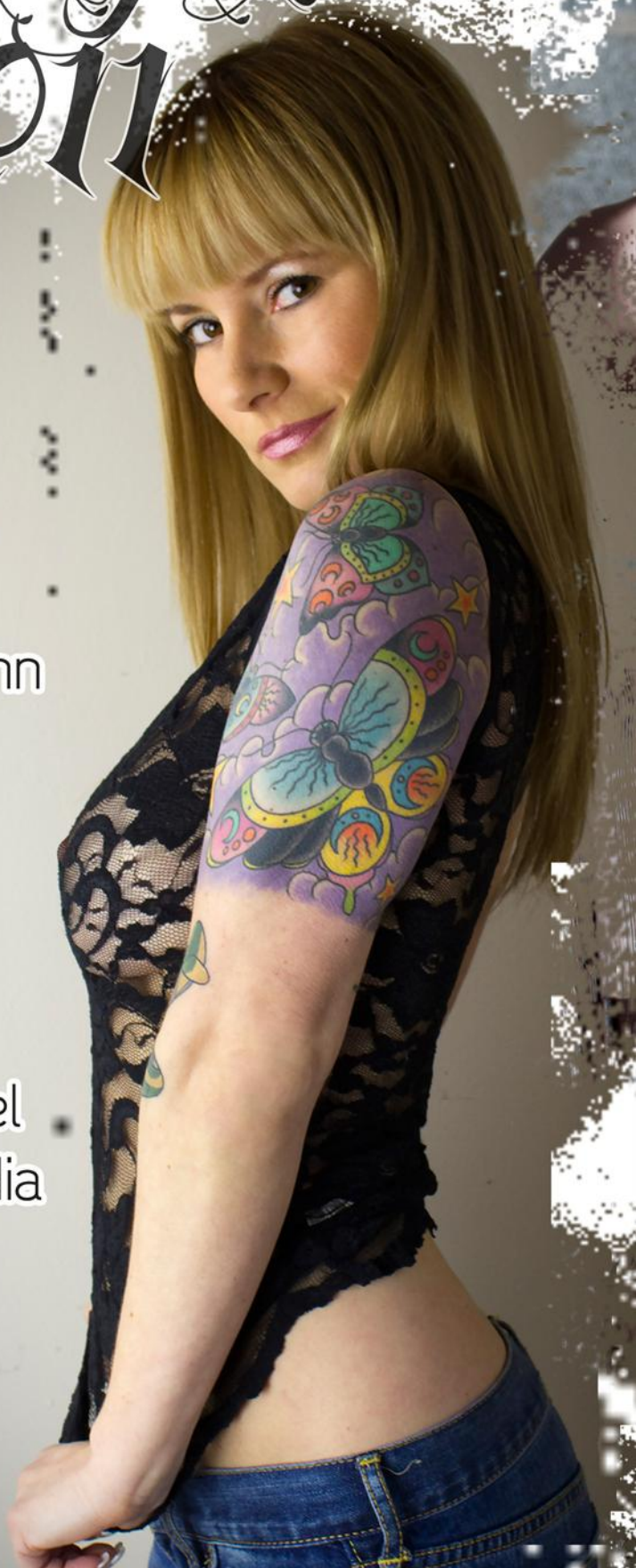

Left to right:

Stace Lei
Height: 4' 11"
Location: Maryland
Photographer: Christopher Hann
Studio: Liquidcanvas Studios

Sasha Candybones
Height: 5' 5"
Location: Pennsylvania
Makeup and hair: Catrina Nevel
Photographer: Variegated Media

Cupcake Pinup
Height: 4' 11"
Location: Pennsylvania

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World renowned
Internationally published
Award winning fine art erotic portrait photographer
Scott Chmerk

Scott Church is a world renowned, internationally published, award winning fine art erotic portrait photographer. His work has been featured in dozens of media outlets and publications, including Playboy Magazine, Playboy.com, Maxim.com, Men's Health Magazine, Skin Too Magazine, Gothic Beauty Magazine, Secret Magazine and Fine Art PHOTO Magazine, along with many others.

He has published six books of his photography which have been sold all around the world.

His photography workshops in places like London, Dallas, Philadelphia, Washington DC, Seattle, Las Vegas and others have been sell-out events attracting dozens of professional and amateur photographers at every location.

Even with all of these accomplishments, his day to day work is, by choice, with regular people, not professional models. he loves finding everyone's beauty, no matter the subject, and he shows his clients the utmost devotion and respect everyday. He still chooses to base his studio in the same small town he grew up in, Lebanon, Pennsylvania, and keeps his prices low to allow everyone to enjoy what he does.

Scott truly loves photographing people, and making them feel as perfect and beautiful as he possibly can. His work truly speaks for itself, have a look at his website:

www.scottchurch.net

be sure to click on his daily journal, which chronicles the past five years of his day to day work.

Prepared by MagCloud for Christopher Hann. Get more at mediavault.magcloud.com.