

# VEGAS

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## BEST TATTOO ROYALTY

Celebrities and Average Joes alike sometimes wait for months, even years, for the chance to get inked by Mario Barth. A legend in the tattoo world, Barth recently opened a Las Vegas outpost that very much reflects his rocker style and too-cool-for-school bravado. King Ink at The Mirage features Barth-approved tattoo artists on staff, as well as jewelry, apparel and a rock 'n' roll place to grab a stiff one, Bar Room. Here, he dishes on tips for tattooing, trends and Sin City.

### What's the best thing about Las Vegas for opening a shop?

The changing amount of people. We have a turnover of clientele every four days, which creates a great

challenge for our artists; it keeps them on top of their game.

### What are some popular trends you're seeing?

A large increase in soccer

moms who are entering the tattoo world. They consider them to be another accessory—just a permanent one! We continue to see first-timers, but their design choices are much more unique and larger scaled than before.

### Any tips for those newbies?

Research, research, research! Listen to your gut. Stick to your decision. And enjoy the process of getting it; enjoy your ride.