

the cover model

When Mr Cole flaunted these pics in front of us, there was very little we could say apart from “they’re ours”. With that side figured out and one of the best covers in a long time under the belt, we went drilling for oil inside the head of Amanda West



STUDIO DETAILS
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In an ever transient world, working in the same place for more than ten years seems like a commitment more serious than marriage to me. If I’ve gotten my math correct, Amanda has spent the majority of her career at Alzone. From where I’m standing, a lot has changed in just the last few short years and I wonder how she sees it.

“Yep – I’ve been at the Alzone, on Eastgate Street in Gloucester, since 2001, but I’ve been part of Alzone since the beginning of the official business in 1997. I love the shop with a passion and couldn’t imagine being anywhere else. I adore the privilege of working with some of my best friends every day: Al Hale, who owns the shop (and has been working hard in tattooing for 15 years); Lee Mallett, who’s been with us as a piercer and now as a tattoo artist for a long time; Nick Cook, who was our receptionist – he learned tattooing in Spain and came back to us six years into his career; Bryony, who was the apprentice but is producing beautiful, neo traditional tattoos with great precision; and I mustn’t forget Jim, one of my best friends and our shop manager – he’s been with us for around seven years and is the axis of the shop. He’s a brilliant bloke, a computer wizard, does jobs without being hassled to, and also books appointments sometimes. The shop truly is a joy to be in – which is crass and inappropriate of course, but true all the same! Having fun is

Mr Smith Mr Cole



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important to us all in the shop and we definitely do.

“I started my apprenticeship in 1997, and around a year later began steadily tattooing easy things, which, to be fair, was very easy in the ‘90s. Since I started

tattooing, I always wanted to be designing things for clients, but back then most people just wanted flash off the wall. Also, pre-made needles didn’t exist so had to be made up by hand. I was delighted about pre-made 🙌