

Airbrush Tattoos 'Stand Out in the Market': Temporary Designs 'Make People Laugh and Have Fun'

Fiona Walsh

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Nina Corrie is good at making a lasting impression on people.

Her company, Tattoos for Now -- www.tattoosfornow.com -- has become Vancouver's largest airbrush tattoo company.

Using cosmetic paint approved by the U.S. Food and Drug Administration, Corrie and her team create temporary, water-resistant tattoos that show up at corporate events, fundraisers, dry grads, parties and film launches.

Tattoos for Now, Corrie says, provides an interactive experience that makes corporate and fundraising events more fun. Among her clients are Microsoft Canada, Wal-Mart, Rogers Wireless, Warner Bros., Costco and Easter Seals.

"Airbrush tattoos make people laugh and have fun -- that's the stuff that customers remember the most. We work with companies that really want to stand out in the market."

Corrie's career in small business began when she wanted to take a month-long European holiday. Her employer's response was: "You're the whole marketing department for the company. You can't leave for a month. Take a week."

Corrie quit and opened her own marketing and graphic-design company. She was flooded with clients within the first few weeks and never looked back.

A year later, she went to Europe for a month and kept her eyes open for another business idea. Entrepreneurial inspiration struck when she saw tourists eagerly patronizing henna-tattoo stands to mark their visits to Barcelona's Joan Miro Museum and Notre Dame Cathedral and the Eiffel Tower in Paris.

After returning to Vancouver, Corrie was researching the temporary-tattoo market when she discovered airbrush tattoos. Airbrushing is cleaner than henna, dries immediately and airbrushed designs have more colour, she found.

Corrie trained herself and became one of the first people to bring airbrush tattoos to Western Canada.

Her first retail locations were Playland in Vancouver and the Calgary Stampede. She soon found herself facing long lineups of everyone from toddlers to grandparents eager to get a tattoo.

She now offers 400 tattoo designs in categories such as Canada Eh, Cool Kanji, Got Faith, Girly Girls, Trendy Tribals and Classic Ink.

Now she's looking into how to franchise her business.

"It never crossed my mind that I wouldn't be successful," she says.

"I truly believe that there are no limitations on my business in terms of growth."

Corrie says Tattoos for Now also provides businesses and non-profit groups with a highly effective marketing and branding tool.

"We do custom logos and designs for corporate events like trade shows, product launches, fundraisers, sporting events, sales conferences and staff parties," she says.

"We put your company logo on people and they become a walking ad for your company for five days."

Corrie's company recently provided customized pink-dragon tattoos for the grand opening of a children's bookstore in Vancouver.

"For days afterwards, the owner was getting phone calls from people saying, 'Where is your store? I just saw a kid walking by with your logo on their arm and they were so excited telling me about this new bookstore.'"

Fiona Walsh is a Vancouver-based business coach with worldwide clients. She can be reached at fiona@fmwalsh.com

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