

Word on the Street: Faithful and True Tattoo moves into larger downtown Fresno building

By Robert
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Everett Verdialez, owner and artist at Faithful And True Tattoo Studio, shown with his son Jude Verdialez. Faithful And True Tattoo Studio has relocated across the street from the original Iron Bird Lofts location to next to Fulton 55 at Fulton and Divisadero Avenue. Although appointments are being accepted now, the grand opening will be in March during Art Hop. Photographed on Thursday, February 26, 2015 in Fresno, Calif.

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- Faithful and True Tattoo has moved into larger space in a former bakery a block away from its previous home in Iron Bird Lofts.
- The shop has three artists and space for four more.
- Faithful and True also does piercings.

A former Mexican bakery on Fulton Street has become the new home for Faithful and True Tattoo. The studio that was once located in the Iron Bird Lofts has more than doubled its square footage to 1,400 feet, providing room for up to seven artists. The new shop at 61 N. Fulton St. will host a grand reopening during Arthop on March 5 from 5 p.m. to 9 p.m.

Owner Everett Verdialez said he's excited about unveiling the studio. He and his father did nearly all the renovation work. Gone are the commercial ovens, grease-stained walls and old linoleum. In their place are reclaimed barn wood, smooth concrete counters and exposed duct work that gives the space an urban, loft-like feel.

Also a plus is the abundance of natural light coming from two skylights.

"That makes a huge difference when you are working," said Laura Walker, a tattoo artist at Faithful and True.

Walker is one of three artists that includes Verdialez and Channelle Wiebe.

Verdialez said the shop that also does piercings does a wide range of tattoo styles from dot art, or pointilism to geometric. Verdialez says he's tried hard to make the shop an inviting place for anyone interested in getting a tattoo.

"We have everyone coming in from soccer moms to senior citizens," Verdialez said. "Our feeling is that we will work on you if you want your entire arm covered or if you don't know what you want."

Recent customer Charlotte Hudson was having an existing tattoo redone with a brighter purple color. She heard about Faithful and True Tattoo through word of mouth. She was pleased with the work done by Walker.



“If I ever get another tattoo I am going to get it here,” Hudson said.

Faithful and True Tattoo is open Monday through Saturday, 12 p.m. to 8 p.m. You can also find them on Facebook, www.facebook.com/faithfulandtruetattoo or, <http://www.faithfulandtruetattoo.com/>

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