

# HFBL 410

820 W 36th St | Baltimore, MD | 21211

## *Heart of Hampden*

Thanks for tuning in to Have Fun Be Lucky's first newsletter! HFBL has been driving business for 17 years. Originally founded by Joe Lathe & Andrea Vitale in 2006, it became Hampden's first & only tattoo studio. Fast forward 10 years later to 2016, the shop underwent a transition when it was sold to Emily Rohn, marking the beginning of a new chapter.

With a dedicated team, HFBL remains a pillar in the tattoo community hosting 7 tattooers & the occasional pup that waddles through the front door. As an LGBTQ-owned establishment, it is a safe space for all individuals of all backgrounds. At HFBL, you'll find a unique experience where you may arrive as a stranger & leave as a friend.



## **Past & Present**

Have fun be lucky has been tattooer owned from the very beginning. Each artist brings their own unique skills & expertise to the table, making it a powerhouse in the industry. The two who started it all are Andrea Vitale & Joe Lathe. Since 2016, Andrea has relocated to Italy & owns a shop there. Alternatively, Joe Lathe celebrated his 25th year of tattooing this past April Fool's day, which felt like an elaborate prank from the tattoo gods! Joe has the remarkable ability to translate ideas onto paper, creating incredible custom pieces for his clients. He values his craft & takes pride in creating tattoos that stand the test of time. If "party was a person", Joe Lathe is that man & if you're lucky, you can catch him

## Whats the buzz?

**June 6th** | Anastasia Gnau’s Fall consultation waitlist will reopen for consults later this year.

**June 10th | Honfest**  
Anastasia & Kelso will be out front selling new merch! Stickers, shirts, prints, and more! Sneak preview below

**June 30th** | Erik Keifer’s birthday, buy the legend a drink!

**FUN FACT: BEFORE THE BUILDING WAS HFBL, IT WAS A SMALL ART STUDIO CALLED, ‘TWO HOT ART CHICKS’**



performing local stand up comedy or hosting a HFBL Pleasure Club event.

Emily Rohn, the Matriarch of HFBL, took ownership of the shop in 2016, carrying the torch through the pandemic; Emily has been an integral part of Have fun be lucky for 13 years! She recalled walking into the shop off the hot city street in July 2010, like stepping into another world. One buzzing with energy, chock-full of life. After establishing deep roots, Emily has blossomed into one of the Nations’s finest tattooers, earning the title of Baltimore’s Best Tattooer 2022! Under her guidance & drive the team has become thick as thieves leading with respect, support, wisdom, & exceptional talent. With a heart of gold & an adventurer’s spirit, she has cultivated a wonderful team & continues to steer HFBL towards a promising, radiant future.



Pictured top left to right  
Kelso (Studio manager) | Erik Keifer | Emily Rohn  
Anastasia Gnau | Joe Lathe | Paul Natale  
Alex Doucette | Justine Marie