

The Virgin Islands Consortium

Hidden In Plain Sight, A Worldclass Tattoo Studio

Business / **Published On September 19, 2015 01:05 PM /**

Staff **September 19, 2015**



ST. CROIX -- Some of the best things are hidden in plain sight. Whether it's love, careers, opportunities -- or in this case a tattoo studio -- humans often gravitate to the big and bold when in reality, life's choicest offerings many times come with the least fanfare.

Driving down King Street, you'll barely notice Paradise Waits Tattoo Studio and Gallery. The studio is located right across from Government House, upstairs of a building and tucked away almost as if owner and tattoo artist Jenni Thomas, a licensed tattooist and professional body piercer, wanted to keep a secret her business.

Kendall Jones, seeking to hide an old tattoo with one more attractive and representing a meaningful moment in his life, spoke of his experience at Paradise Waits.

"Normally, tattoo shops can be intimidating and uncomfortable, seemingly dark and decorated like a boys dorm room. But when I walked into Paradise Waits Tattoo, I was surprised by the friendly, inviting atmosphere. My first impression was given by the art led to the lovely lounge and balcony overlooking and my tattoo consultation with Jenni Thomas,"



Tattoo design on Kendall Jones' left arm by Jenni

Thomas.

"Paradise Waits Tattoo Shop and Gallery is much like it's owner, bright, calming, and eclectic. Meeting Jenni was like saying hello to an old friend who knew me and was able to put my puzzle pieces of ideas together to create a perfect tattoo design. I arrived with various pictures and a general concept, but Jenni's creative expertise was able to put them together just how I envisioned."

He continued: "After we decided on the final design, I was able to schedule my appointment online quickly and easily. A week later I returned, excited to have this design permanently inked in my skin. Jenni does not have magical abilities to make tattoos painless, however she does have a light touch and provides great conversation to keep you distracted."

"It was honestly my least painful tattoo experience. Hours later, the tattoo was complete and the finished product perfectly recreated her design. I was impressed by her dedication to clean lines and smooth shading, she truly is an artist."

Jones is right about Ms. Thomas. She's been at her new location for about a year and a half, and a tattoo artist since 2008. Thomas, 43, was a registered nurse for many years, working in labor and delivery, pediatrics and other divisions before deciding to try another

career.

But why get into tattooing?

"I've always loved art, and when I worked as a nurse, I did a lot of artistic things. And I also worked in the music industry doing bookings and putting together events, so I got to work with a lot of artists," she said, adding, "I also love to do creative things to get my brain going, and that was my happy place."

She continued: "When I was stressed out about work, I would draw and paint, I also created signs and painting for events while in the music industry, and just getting involved with all those different kinds of people, led me to tattooing as well."

Ms. Thomas says word of mouth keeps the clients coming in. And people who come on vacation and want to remember their experience here, often do so through tattoos.

And she envisions continued growth for her company by consistently keeping the quality of work high.

For more information, visit Paradise Waits' [website](#).

Feature Image: Jenni Thomas.