

# THE NEW SEXY

## HADY BEYDOUN'S CONTROVERSIAL PIERCINGS GIVE OFF STEAM

BY FIDA CHAABAN



Yiii, NO! This is so disturbing! Fida, you can't do this!" That was one of the responses I received when I sent around a mass email asking my friends and colleagues where I should have my dermal anchor placed. In layman's talk, basically a body piercing that only has one end. It is embedded in the skin by "digging a hole" then working in the anchor-end of the jewellery.



Not to be deterred, I then sent around images of other people's dermal anchors and asked which they found most attractive. What I got back were a ton of responses that indicated to me that they are anything but- most people found them disturbing and commented on how painful they all looked. One email called the body modification trend, "trashy, not sexy and a little bit scary". What they did comment positively about was Hady Beydoun- "Oh really, Hady does this? That's so cool."

I was confused- If I show people and label it as Hady's work, is it then considered sexy? Yes, apparently. I chose a whole bunch of new people and phrased it differently. I wrote, "Guys, Hady Beydoun is going to give me a dermal anchor piercing. Which of these is the most attractive?" and attached a few pictures. Then the responses were genuinely positive. This indicates to me that when doing something trendy like a dermal anchor, doing it with the best makes it automatically cool. I had decided to get 2 anchors next to one another but I still wasn't sure where. That meant 2 separate studs and 2 separate puncture wounds.

Most of the people I emailed chose my wrist but according to Hady, "continual movement in that area makes it hard to heal properly," thus making it not flush with the skin. It's actually one of the worst places to pierce along with "ankles, knees and fingers. Technically the more skin you have in the pierced are the better chances you have for the body healing and not rejecting it. Thinner skin like on the fingers is not really a good idea especially because the fingers move a lot. The best places would be face, neck, shoulders, arms, sides, and hips".

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I was all for doing my wrist and tried to convince Hady in several different ways but his professionalism won me over and I gave him a few other options. “I want you to pierce your collarbone. It’s sexy on you- you should get it done there,” he said. I wore pen mark dots all over my body for about a week and asked people what they liked. The reason I opted not to go with my collarbone was sheer practicality. For evening events- picture me in a gown- a dermal anchor might ruin the whole elegance of it. Plus, things like dermal anchors (a relatively new trend in Lebanon), might make people take me less seriously work-wise and that would be disastrous.



How many dermal anchors has Hady done? “Around 100 so far, I only started doing it 2 years ago. The neck and arms are the most popular in Lebanon.” 100 people doesn’t seem like a lot and for a trend considered sensual and daring by people in the know, I’m surprised it hasn’t been more widespread. “It originated in Switzerland... I was introduced to it by a Swiss piercer who visited me a few years back,” he explains. Gesturing to his neck he continues, “I used to have one in my neck (which I did myself) for a couple of years.” Pulling on a glove, he is all smiles as he explains that “like every new thing, it takes time for people to find the courage to go for it because the thought of it is kind of scary. You know, to dig a hole in the skin sounds a little scary for some people.” As I watch him prepare the apparatus, I begin to get nervous and even slightly nauseous. Fighting down

the feeling of queasiness, I try to take deep breaths as Hady explains what he will be doing. What’s sexy to him dermal anchor wise? “I think that depends on the body and the person wishing to have one or more,” although he takes a minute here to remind me he wants to place mine on my collarbone. ▶

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If you've already looked at the pictures, you know that I've settled on my left hip. And now I am ready to lose my cookies (read: barf). How deep is this thing going in? "A dermal anchor is a very shallow wound, almost 2 millimeters deep, and it takes 2 weeks to heal versus the conventional belly piercing that takes up to thirteen months to completely heal." 2 weeks doesn't sound bad at all, but what does sound bad is that he informs me he's about to begin digging the first hole: Okay breathe. Breathe. Talk to Hady, focus on talking to Hady. What made him start offering dermal anchors? "The controversy of the subject, the novelty of it, and the freedom to being able

to place a piercing anywhere on the body," and then he starts ripping my heart in half. He begins creating the cavity through which he will insert the anchor. I try my best to keep it together and use my yogi focus to see past the pain but I'm not going to lie to you- I began screaming bloody murder. I think that no one in the studio (our photographer Chris included) expected the string of curse words and screams that came next. It is taking a while and a quick glance at Hady tells me that he is smiling the whole time! "Hady, you sadist asshole," I manage to say between screams. "I think you're enjoying this," is what he says back to me.

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I want to tell you that the second dermal anchor wasn't as bad as the first but it is and maybe even slightly worse because I know what to expect this time. I don't know how I am able to do this without fainting or vomiting, but I do. I screamed and even told Hady off, yes, worse than what I quoted above. I couldn't wait for it to be over. After the fact- I really do like how they look and that they are not in an exposed area. When can I get a little more creative? "Since the dermal anchor is but a small shiny dot that comes in many sizes and styles like coloured gems, stars and the like, it can be fitted into many tattoo designs; surrounding a flower or the eye of a dragon," explains Hady. A glance at my left hip in the mirror and I can picture it: A very Kat Von D. sort of tattoo wrapping around my 2 dermal anchors. Or not. I think I've done enough body modification for the time being- even if Hady Beydoun thinks it will make me sexier ■

