



Dhani Harrison Ukulele Is Designed to Expand Players' Musical Horizons with Future Live Performances in Mind

HOLLYWOOD, CALIF. (JUNE 3, 2021) - Fender Musical Instruments Corporation (FMIC) today released the Dhani Harrison Ukulele, marking the artist's first collaboration with the iconic musical instrument brand. Designed for live performance, the Dhani Harrison Ukulele is built with eye-catching aesthetics from custom inlay work and unique stained finishes, to Fender® electronics with a tone knob allowing players to EQ their sound.

"We're thrilled to launch the Dhani Harrison Signature Ukulele, the latest addition to our expanding line of Fender® ukuleles," said Billy Martinez, Vice President Category Manager -Acoustic and Squier Divisions. "Dhani is a world-leading talent and we are seeing more demand for ukulele instruments than ever - so this collaboration made total sense to us. Dhani worked hand-in-hand with us to create his ideal ukulele, incorporating design elements that are deeply personal to him, which we hope will encourage people all over the world to express their own individuality and creativity."

Dhani has carved a unique career path as a multi-instrumentalist, composer and singer-songwriter, with a versatility that has led to collaborations with artists as varied as the Wu-Tang Clan, UNKLE, Tom Petty and the Heartbreakers, Pearl Jam and Jeff Lynne's ELO, to name but a few. Harrison grew up playing the ukulele, which quickly became an integral tool in his songwriting. A firm believer that being a great player is about how raw the right hand is and its gusto and rhythm, Harrison was influenced musically by the likes of Gabby Pahinui, Bennie Nawahi and George Formby.

Dhani Harrison's psychedelic style spans an impressive career. Harrison has performed at legendary concerts and festivals around the world including *Coachella* and *Lollapalooza*, as well as receiving a Grammy award for *Best Pop Instrumental Performance* for the completion of his father's final album, *Brainwashed*.

"I knew that if I did a Fender® signature model, it would have to be a ukulele," said Dhani Harrison. "I've always played it and I write a lot of stuff on a uke. I spent a lot of time in Hawaii growing up and it was there that I really fell in love with the uke as a serious instrument. I designed it to be my ideal stage ukulele that also sounds great when you're not plugged in. The design is very much inspired by my passions and quest to build the ultimate ukulele. I wanted to do a blue finish and I wanted a light and a dark - kind of like a blue sky day and a space black night. The blue sapphire stain finish is my nighttime mode, and the turquoise stain is my daytime mode. I hope this new Signature Series helps inspire others on their own musical journey."

The Dhani Harrison Ukulele is available in two different finishes, each with its own unique fretboard inlays and engraved designs on the back of the instrument. Designed for live performance, the tenor-sized ukulele features a solid ovangkol wood top, with ovangkol back and sides, providing a warm sound - as well as a $\frac{3}{4}$ depth, upgraded Fender® electronics, distinctive build and eye-catching aesthetics. With a choice of daytime and nighttime finishes, the stains were developed to maintain the visual grain of the wood. Extremely lightweight yet durable, the Dhani Harrison Ukulele is built to stand the test of time.

In true tradition, the Fender® Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique

specifications of the world's greatest instrumentalists. [Learn more about Fender's first ever collaboration with Dhani Harrison as he talks songwriting and his Signature Ukulele featuring a tenor-sized body, upgraded Fender electronics and original inlays and engravings that celebrate a few sources of Dhani's own creative inspiration.](#)

[Harrison discusses his new signature model in an episode of Fender's serialised social video series, Fender Demos™.](#) Fender Demos™ is an educational video series focused on providing a deep dive into Fender's newest products showcasing not only the key features and benefits but also the sonic quality of Fender's instruments, amplifiers and pedals. In addition to product demos, the series also provides valuable beginner, intermediate and advanced tone tips, set-up and maintenance guides and insights to getting the most out of your Fender gear.

Learn more about the [Dhani Harrison Ukulele](#) and access product descriptions [here](#). Product photos and images of Dhani Harrison with his ukulele can be found [here](#).

For technical specs, additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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DHANI HARRISON UKULELE - (\$249.99 USD, £229 GBP, €259 EUR, \$549 AUD, ¥30,000 JPY)

Having carved a unique career path as a multi-instrumentalist, composer and singer-songwriter, Dhani Harrison's versatility onstage and behind the scenes has led him to collaborations with a range of artists as varied as Wu-Tang Clan, UNKLE, Tom Petty and the Heartbreakers and Pearl Jam to Jeff Lynne's ELO, to name but a few. Harrison grew up playing the ukulele, which soon became an integral tool in his songwriting. Now he's partnered with Fender to launch the Dhani Harrison Signature Ukulele. The model is available in two different finishes, each with its own unique fretboard inlays and engraved designs on the back of the instrument, all which hold personal significance to Harrison. The Dhani Harrison Signature Ukulele is designed for live performance, both are tenor-sized and feature a solid ovangkol top with ovangkol back and sides as well as a $\frac{3}{4}$ depth,

upgraded Fender® electronics, distinctive build and eye-catching aesthetics that will challenge you to expand your musical horizons.



ABOUT DHANI HARRISON

Composer. Musician. Producer. Collaborator. Creator. The career path of Grammy Award winner Dhani Harrison has been anything but conventional. From working on film projects with Shepard Fairey, M.I.A. and RZA, to releasing his highly praised solo album, *IN///PARALLEL*, to collaborating with an eclectic array of like-minded musicians, including Annie Lennox, Pearl Jam, Tom Petty and the Heartbreakers, Regina Spektor, UNKLE and Wu-Tang Clan, amongst others.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

Since 1946, Fender has revolutionised music and culture as one of the world's leading musical instrument manufacturers, marketers and distributors. Fender Musical Instruments Corporation (FMIC) whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel® and Bigsby® follows a player-centric approach to crafting the highest quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new eco-system of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories and pro audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history making legends. In 2021, Fender

celebrates 75 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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