



FENDER MUSIC KK ANNOUNCES ENDORSEMENT WITH LUNA SEA BASSIST, J

**FENDER ENDORSES LUNA SEA BASSIST, J, WITH A CUSTOM BASS TO
MARK THE BAND'S 30TH ANNIVERSARY**

TOKYO, JAPAN. (May 28, 2019) — Fender Music KK and Fender Musical Instruments Corporation (FMIC), one of the world's leading musical instrument manufacturers, marketers and distributors, has announced a collaboration with J, the bassist of Japanese band, Luna Sea to mark their 30th anniversary. As J's presence expands internationally, Fender is proud to honor him – and popular musicians *like* him – through product progression, storytelling and creating instruments inspired by the unique specifications of the world's greatest guitarists and bassists.

For three decades, Luna Sea has garnered success in its musical career, and J has developed an unparalleled air of majesty in the eyes of concertgoers. He has also been the

driving force of the influential band, which has established and invigorated one of the most exciting musical genres in the Japanese market.

To make this opportunity unique, Fender Custom Shop Master Builder Greg Fessler created a customized Precision Bass for J. "It is a true honor to make the custom bass for J," Greg says. "He had a vision for this model. This Precision Bass is based on J's favorite '57 Precision Bass, but with a custom color, reversed peghead and a custom nut width."

To celebrate the collaboration with Fender, the custom Precision Bass made for J will be displayed at the Fender Custom Shop Experience event, which takes place in Tokyo on June 15, 2019.

"For 30 years LUNA SEA has been an integral part of Japan's popular musical landscape, and J has been a driving rhythmic and tonal force in the band's sound," said Edward Cole, President of Fender Asia. "J's in-the-pocket groove and aggressive playing style, along with a cool style and attitude to match, places him among the best and most exciting bass players, not just in Japan, but around the world. J is certainly the real deal, just like Fender guitars and basses. As Fender's mission is to support players wherever they are on their musical journey, it gives me great pleasure to welcome one of Japan's most accomplished players to the Fender family. Further, we are so excited to see a whole new level of expression and creativity that comes when an artist like J chooses Fender."

In an interview for Japan's #FenderNews, J explains, "After three decades in LUNA SEA and two decades working on my solo projects, I have come to the point that I feel accomplished playing in my own style, and I realized the Fender sound is always in the music I grew up listening to. I am proud to work with Fender to perfect my rock 'n' roll sound."

For images of J with his custom Fender Precision Bass, click [here](#).

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ABOUT FENDER

Since 1946, Fender has revolutionized 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®, Bigsby®, and PreSonus® – 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 ecosystem 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 2026, Fender celebrates 80 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.

CONTACT DETAILS

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