



FENDER AND BASS SENSATION BLU DETIGER UNVEIL SIGNATURE, MASTERFULLY DESIGNED FOR HER UNIQUE SONIC IDENTITY

**THE LIMITED EDITION BLU DETIGER X PLAYER PLUS JAZZ BASS® IS A
FUSION OF BLU'S FUNKY STYLE, UNPARALLELED POWER, AND
CUTTING-EDGE INNOVATION THAT ONLY FENDER CAN DELIVER**

HOLLYWOOD, CALIF. (September 10, 2024) — Fender Musical Instruments Corporation (FMIC) today proudly announces the release of the Limited Edition Blu DeTiger x Player Plus Jazz Bass®, the first-ever artist signature bass in collaboration with the boundary-pushing bassist, singer, songwriter, producer, and DJ, Blu DeTiger. Known for her distinctive bass grooves, energetic performances, and trailblazing presence both on stage and online, Blu DeTiger has become a defining representation of the next generation of players, inspiring bassists with her innovative approach and genre-blending sound. With this release, Blu makes history as the first woman to have a Signature Bass with Fender.

"This bass is a reflection of everything I love about playing," said Blu DeTiger. "I wanted an instrument that could handle the diversity of sounds I create, from deep, funky grooves to melodic lines that cut through the mix. Fender and I worked closely together to make sure this bass not only looks amazing but sounds incredible in any setting."

Having picked up the bass at the age of seven, Blu DeTiger has taken the music world by storm through her debut album "All I Ever Want is Everything" and her viral bass covers. Featured as the cover of the Forbes 30 Under 30 music list, Blu, who defines her musical style in the "groovy Indie" genre blending elements of Pop, Rock, and Funk, represents the next generation of pop music, earning accolades and a dedicated global fanbase with her work alongside top artists and successful solo releases. Bringing her signature sound and style, Blu marks a new milestone in her storied partnership with Fender and solidifying her influence on the future of music in creating the Limited Edition Blu DeTiger x Player Plus Jazz Bass®.

The **Limited Edition Blu DeTiger x Player Plus Jazz Bass®** is designed to capture the essence of Blu's dynamic playing style, offering a versatile instrument that seamlessly transitions from the stage to the studio. This bass features custom electronics handpicked by Blu herself, including a powerful, growling pickup configuration that delivers both punchy lows and articulate highs. The sleek, modern design, combined with vintage-inspired elements, reflects Blu's eclectic musical influences, making it the ultimate tool for both seasoned players and aspiring musicians.

Her successful releases including "[Figure It Out](#)," "[Vintage](#)," and recent album "[All I Ever Want is Everything](#)" have earned her accolades and sent her on the road to tour across the world to perform for her dedicated fanbase. Her distinct style of playing has also seen her play live with top tier artists such as Olivia Rodrigo, Bleachers, Dominic Fike, Caroline Polachek, Chromeo, and more.

The **Limited Edition Blu DeTiger x Player Plus Jazz Bass®** features an eye-catching Sky Burst Sparkle finish, accented by sleek chrome hardware and a mirrored pickguard, making it as innovative as it is visually striking. Designed for comfort and effortless playability, the bass features a chambered lightweight ash body while its satin-finish maple neck, paired with a bound 9.5" rosewood fingerboard and vintage tall frets, delivers a smooth and

responsive feel. At its core, the bass is powered by custom Blu DeTiger Fireball® bass humbucker and Player Plus Noiseless™ Jazz Bass® pickups, offering a rich, dynamic tonal range. The 18V Player Plus preamp with a 3-band EQ and active/passive toggle further enhances its versatility, making it an ideal instrument for any musical environment.

“It’s been such an exciting journey with Blu DeTiger to get to where we are today, celebrating the launch of her signature bass! Blu’s innovative spirit and unique style resonate deeply with the next generation of players,” said Justin Norvell, EVP of Product, FMIC. “We’re thrilled to introduce the Limited Edition Blu DeTiger x Player Plus Jazz Bass®, allowing players to experience its meticulously crafted specs firsthand. Key features like the Custom Blu DeTiger Fireball® bass humbucker deliver a rich, punchy sound that embodies Blu’s distinctive style, while the stunning Sky Burst Sparkle finish and Chambered lightweight body ensures this bass makes a bold visual statement as powerful as its tone.”

In keeping with tradition, Fender’s Artist Signatures honors iconic musicians through product progression and storytelling, creating instruments and gear inspired by the unique specifications of the world’s greatest guitarists and bassists. This collaboration with Blu DeTiger continues that legacy, offering a fresh perspective on what it means to push musical boundaries [Introducing the Limited Edition Player Plus x Blu DeTiger Jazz Bass®](#).

High-resolution artist, lifestyle, and product images of the **Limited Edition Blu DeTiger x Player Plus Jazz Bass®** 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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Limited Edition Blu DeTiger x Player Plus Jazz Bass® (\$1599.99 USD, £1,399.00 GBP, €1,599.00 EUR, \$2,699.00 AUD, ¥242,000 JPY)

From the dazzling Sky Burst Sparkle to the gleaming chrome hardware and mirrored pickguard, every detail on this Jazz Bass® echoes Blu’s bold artistic vision. The offset ash body is chambered to keep this bass as lightweight and comfortable as possible. The satin

finished maple neck, bound 9.5" rosewood fingerboard and vintage tall frets provide smooth playability. The Custom Blu DeTiger Fireball® bass humbucker and Player Plus Noiseless™ Jazz Bass® Pickups fuse vintage charm with modern punch. The bass also includes an 18V Player Plus preamp with 3-band EQ and active/passive toggle, great for sculpting your tone and ideal for capturing the funky snap and growl that defines Blu's sound. With its inspired aesthetics, signature sonics and Blu-approved features, the Limited Edition Blu DeTiger x Player Plus Jazz Bass® lets you tap into the infectious pop energy that keeps this star shining!

ABOUT BLU DETIGER

Blu DeTiger is a renowned bassist, singer, and songwriter who has quickly become a prominent figure in the modern music scene. Her journey began at the age of 7 when she first picked up the bass guitar, and she has since developed a unique sound that blends funk, pop, rock, and electronic music. Blu's rise to fame was fueled by her electrifying performances and viral videos on social media, where her skillful bass playing and infectious energy captivated a global audience. In 2021, Blu released her debut EP *How Did We Get Here?* which garnered critical acclaim and solidified her status as a rising star. She has had a slew of notable collaborations with the likes of Chromeo, Caroline Polachek, and Bleachers and has stamped her name within the same space as some of her most notable peers.

In 2024, Blu debuted her first studio album titled *All I Ever Want Is Everything* hosting features from the likes of Mallrat and Magdalena Bay, as well as co-writes from esteemed artists such as Chappell Roan, Uffie, Mayer Hawthorne, Alexander 23 and brother and frequent collaborator, Rex. *All I Want Is Everything* further expands the growth of Blu's signature funk, pop, and disco fusion and led her on a headline tour across the world. She also performed at major festivals such as Lollapalooza and Bonnaroo and has received recognition and high praises from notable media including *Rolling Stone*, *NME*, *Billboard*, *PEOPLE*, *MTV*, *Forbes*, *NYLON*, *ELLE*, and more. She was also featured on the cover of *Forbes 30 Under 30 music list* and has made appearances on shows like *Saturday Night Live* and *Late Night with Seth Meyers*.

As a pioneer in the music industry, Blu continues to push the limits with her genre-defying sound and dynamic performances, inspiring a new generation of musicians and fans alike.

Her debut signature bass with Fender marks a milestone in her career, reflecting her commitment to innovation and creativity in every aspect of her art.

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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.

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GLOBAL MEDIA INQUIRIES

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