



‘FENDER NEXT’ CLASS OF 2026 REVEALED, SHOWCASING THE NEXT GENERATION OF TALENT DRIVING THE FUTURE OF GUITAR

**THE 8TH EDITION OF FENDER’S ARTIST DEVELOPMENT PROGRAM
SPOTLIGHTS 15 STANDOUT ACTS SPEARHEADING GUITAR MUSIC
ON THE GLOBAL STAGE**

HOLLYWOOD, CALIF. (JULY 17, 2026) — Today, Fender Musical Instruments Corporation (FMIC) reveals its **Fender Next Class of 2026**, featuring 15 innovative artists whose forward-thinking originality and creativity is spearheading the future of guitar in music and culture.

Now in its eighth year, the global artist development initiative sees Fender continuing to support, spotlight, and champion the next generation of trailblazing guitar talent. As the music landscape continues to evolve, Fender remains committed to investing in artists and their careers as they adapt and innovate, driving guitar music forward with their own unique styles, personalities and musical abilities.

With this year’s class hailing from across eight countries – China, Colombia, Ireland, Japan, Argentina, South Korea, UK, USA – the diverse 2026 roster represents a new generation of

visionary players at the forefront of shaping culture. Spanning an array of genres from rock, indie and grunge, to country, funk and beyond, this year's Fender Next class spotlights a multitude of guitar-led acts boldly exploring new sonic territories.

"Artists are at the heart of everything we do at Fender and we remain steadfast in our commitment to supporting players at every level of their careers," said Ben Blanc-Dumont, Director, Artist Marketing, Fender. "As we enter the eighth year of our Fender Next program, we're proud to champion a roster of outstanding talent and use our platform to help grow and elevate their careers as they push the boundaries of guitar music and spearhead its future in both their own communities and on the global stage."

After receiving hundreds of submissions in an open call to aspiring players and with input from industry leading A&Rs, management companies, and talent agencies, this year's final shortlist was hand-selected by Fender's Artist Marketing team, showcasing the wealth of musicians driving guitar in exciting new directions around the world. Inclusion in the Fender Next class offers artists increased exposure on Fender's social channels to an audience of over 17 million followers and opportunities to grow their audience via inclusion in the brand's award-winning content.

Since the program's inception in 2019, Fender Next has championed 195 talented artists to date, with many garnering critical acclaim and commercial success, alongside a multitude stepping up as Fender Signature Artists. Notable alumni include the likes of IDLES, Sam Fender, Beabadoobee, Phoebe Bridgers, Little Simz, Wet Leg, Blu DeTiger, Larkin Poe, and Orville Peck.

The Fender Next Class of 2026:

54 Ultra (USA)

Fayzz (China)

The Paradox (USA)

BALTHVS (Colombia)

Haku. (Japan)

They Are Gutting a Body of Water (USA)

Bleech 9:3 (Ireland)

Marlon Funaki (USA)

This Is Lorelei (USA)

Chevon (Japan)

Pacifica (Argentina)

Ty Myers

Chloe Slater (UK)

Redoor (South Korea)

Winyah (USA)

"All our favourite artists play Fender and that's not because they are following a trend. In look, feel and sound there is no other brand that comes close, so we're super happy to be included in the Fender Next class of 2026," said Bleech 9:3 (Ireland). "Growing up we were always watching all these videos of our favourite bands and seeing what model guitar they had. Eventually we all got our own and customised them and made them unique in our own way as the original design of these guitars makes them super easy to modify."

"To me, Fender's instruments are the most inspiring pieces of equipment for any musician at any level," said 54 Ultra (USA). "Their classic design culture, dependability, accessibility were a huge help to me in my young career and they'll be a cornerstone in my recordings for years to come."

"We are truly honored to be selected for Fender Next. As a band from Japan, we will continue to push ourselves forward and bring Haku's music to listeners in even more places around the world!" said Haku (Japan).

"So honored that Fayzz is part of Fender Next—this is a brand-new beginning for us!" said Fayzz (China). "Fender's instruments and gear, from their tone to every little design detail, have always sparked our imagination and inspired us. Here's to going further and hitting bigger stages with Fender!"

"For us, Fender has been by our side since the very beginning of each of our musical journeys. It is a brand we've dreamed of for a long time. It is now such an essential part of Redoor that we can't imagine our sound without it." said Redoor (South Korea). "We are profoundly honored and incredibly grateful to join Fender Next and connect with a brand of such legendary heritage. We remain committed to delivering genuine, heartfelt music and

performances worthy of the Fender name, and we're thrilled to fully unleash our music on various stages together with Fender."

"We're so happy Pacifica gets to be a part of Fender Next this year," said Pacifica (Argentina). "We've been Fender girls from the beginning when we played our first very small shows and we can't wait to keep growing with their help now that we are touring the world!"

Headshots of all artists can be found [HERE](#) and bios [HERE](#). Find additional imagery, including logos and graphics for Fender Next [HERE](#). View the official launch video [HERE](#). Join the conversation on social media by following @Fender.

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FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:

Alex Velasquez

PR and Communications Manager

Fender Musical Instruments Corp.

avelasquez@fender.com

press@fender.com

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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

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

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<https://fender.pr.co/271288-fender-next-class-of-2026-revealed-showcasing-the-next-generation-of-talent-driving-the-future-of-guitar/>