



FENDER® LAUNCHES ALL-NEW SIGNATURE STRATOCASTER® WITH GLOBAL PRODUCER AND SINGER, SONGWRITER, MULTI- INSTRUMENTALIST TASH SULTANA

**TASH SULTANA STRATOCASTER® FEATURES A WIDE RANGE OF
TONAL OPTIONS AND CUSTOM “SKULL” NECKPLATE**

HOLLYWOOD, Calif. (December 3, 2020) —Fender Musical Instruments Corporation (FMIC) today released the all-new Tash Sultana Stratocaster®, which is Tash Sultana’s first artist signature model with the iconic guitar brand. Sultana has long played Fender to create their signature sound: layered loops that fuse indie with ambient rock and impressive guitar licks. In the past 5 years, Sultana has rocketed to global fame; from open mic nights and busking in Melbourne to sold out shows around the world playing their hit songs *Jungle*, *Notion*, and more. Designed in collaboration with Sultana, the Stratocaster reflects their unique, multi-faceted playing style allowing for a wide range of tones and sounds. [Explore](#)

exclusive access to the role of guitar alongside Tash in their creative song writing process – from the inception of a lyric to finished song and how it all came together in Fender’s new social series “Tracks”.

“Fender is one of the first guitars I saved up for when I started playing and in fact is the first instrument I learned to play,” said Tash Sultana. “It’s really surreal to have my own signature model now after walking through music stores as a kid seeing so many guitars I wish I could have owned. The guitar has truly become my third arm and I hope that my signature guitar with Fender sparks other guitar players to create music that inspires and allows self expression freely.”

“Tash is an incredible musician and – like Fender – embodies the spirit of innovation in music,” said Edward “Bud” Cole, President of Fender Asia. “Creating this signature Stratocaster® guitar with Tash has been a major moment not only for Fender but especially in the Asia Pacific region and beyond, as Tash’s fans extend beyond Australia to music lovers around the world. It also marks an exciting time at Fender as we are in the process of bringing some new, huge APAC artists to the Fender family from China, Indonesia, Australia, Hong Kong, Korea, Taiwan, and more.”

Finished in vibrant Transparent Cherry and furnished with all-gold hardware, the Tash Sultana signature Stratocaster® has good looks to match its upscale appointments. Featuring a matching painted headstock, custom “skull” neck plate and the clarity and sparkle of Yosemite single-coil Strat pickups combined with the powerful Double Tap™ humbucking bridge pickup, this guitar delivers a wide range of tonal options at your fingertips- a nod to Tash’s ability to create a diverse range of sounds. The Deep “C”-shape maple neck with 9.5” radius fingerboard and 22 medium jumbo frets provides comfortable modern playability, while the vintage-style synchronized tremolo offers classic Strat vibrato action.

“Fender is thrilled to be partnering with Tash Sultana on their signature Stratocaster®,” said Justin Norvell, EVP Fender Products. “We collaborated with Tash every step of the way to ensure their signature model has the capability to emulate the unique tones they create on stage. The pickup combination offers a wide tonal variety that lends itself to the vast tonal palette required for building complex loops just like Tash does. Tash’s unique style of

playing is an inspiration for young artists everywhere to push their creative boundaries with the guitar and not be afraid to chase their dreams.”

Tash Sultana has commanded attention world-wide since their homemade videos went viral on YouTube in 2016. Prior to exploding on to the world’s stage, Tash’s grandfather gifted them a guitar at age 3 which nurtured a love for self-teaching and exploring new instruments. When they finished school, reluctant to get a “real job”, Tash took to the streets of Melbourne to busk everyday until reaching a world wide global scale in the years following to the present. Sultana's debut EP, *Notion*, was released in September 2016, followed by a sold-out world tour in early 2017. Boasting over 1 billion combined streams across top music platforms, Tash has self-produced, self-composed and self-arranged all their own music. Tash recently released their 4th single “Willow Tree” featuring Jerome Farah of their upcoming sophomore album *Terra Firma* out February 19, 2020.

Fender discusses the all-new Tash Sultana Stratocaster® specs and all details in an episode of Fender's serialized social video series: Fender Demos. Fender Demos is an educational video series focused on providing a deep dive into Fender’s newest products. The series focuses on 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 Tash Sultana Stratocaster® and access product descriptions here. Product photos and images of Tash Sultana with their signature Stratocaster® 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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Tash Sultana Stratocaster® - **\$1,099.99** Tash Sultana’s explosive loop-based performances, gorgeous layered guitar parts and jubilant leads rocketed the Melbourne artist from street

busking to sold out shows around the world – with a Fender in hand from the beginning. Finished in a vibrant Transparent Cherry and furnished with all-gold hardware, the Tash Sultana Stratocaster® has good looks to match its upscale appointments – the clarity and sparkle of the Yosemite single-coil Strat® pickups combine with the powerful Double Tap humbucking bridge pickup to deliver a wide range of tonal options at your fingertips. The Deep “C”-shape maple neck with 9.5”-radius and 22 medium jump frets provides comfortable modern playability, while the vintage-style synchronised tremolo offers classic Strat vibrato action. Other features include a matching painted headstock and custom “skull” neck plate.

ABOUT TASH SULTANA:

TASH SULTANA is an explosive global producer and artist who has commanded attention worldwide since homemade videos went viral on YouTube. ‘Tash’ was soon selling out major arenas, a string of sold out world tours and headlining the world’s biggest festivals – no mean feat for an artist who just a year before was recording songs on a GoPro in a bedroom back in 2016.

Since Tash’s grandfather gifted them a guitar at the age of three, the artist developed a love for self-teaching an array of different instruments around the guitar knowledge which they had been taught as a young kid during primary school, quickly developing a unique style that has seen Tash breaking record attendances around the world. Tash plays over 12 instruments (guitar, bass, drums/ percussion, piano/ keyboard/ synth/ Oud, trumpet, saxophone, flutes, Pan pipes, Sitar, harmonica, beat production) with guitar as their main love, has a self-trained vocal that reaches over a 7 key range and a live show that needs to be seen to be believed. The one-person powerhouse started out playing open mic nights at age 13 with the help of a fake ID. Soon to finish school with the reluctance to get a ‘real’ job, they took to the streets to busk every day of the week on Melbourne’s famous Bourke St back in 2009-2015. That was the beginning of the local traction following Tash. Soon to reach a worldwide global scale in the years following to present. Recent accolades include over 1 Billion combined streams, an ARIA award for Blues and Roots Album of The Year with ‘Flow State’, smash single ‘Jungle’ coming in at #3 in triple j’s Hottest 100, achieving multi-platinum sales for the Notion EP, double platinum sales for ‘Jungle’ and platinum sales for ‘Notion’ along with numerous gold certified singles and a certified gold debut album. All self-

produced, self-composed, and self-arranged. Tash was the only artist to sell out 3 Brixton Academy shows before their debut album along with selling another 500,000 tickets worldwide which recently culminated in a sold out performance at the iconic Red Rocks Amphitheatre, the Greek Amphitheatre, with noted stand out sets at Coachella & Lollapalooza. Tash has recently finished writing album number 2- TERRA FIRMA which is available worldwide February 19th 2021. The fourth release "Willow Tree (featuring Jerome Farah)" is available NOW.

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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

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