



CHARVEL AND 'WHILE SHE SLEEPS' FOUNDER AND LEAD GUITARIST JOIN FORCES TO LAUNCH FIRST-EVER SEAN LONG SIGNATURE GUITAR

**A GLOSS BLACK SAN DIMAS BODY BACKED WITH FEATURES
HANDPICKED BY LONG TO ALLOW MAXIMUM CREATIVITY,
COMFORT AND DURABILITY**

SCOTTSDALE, ARIZ., (Apr. 6, 2022) – Charvel® today announced the launch of the highly-anticipated **Sean Long Signature Pro-Mod San Dimas® Style 1 HH HT M**. The British metal legend and While She Sleeps founder's first-ever Signature guitar was built with relentless music makers in mind - designed to deliver scorching sounds at high velocities and look as unmistakable as it plays.

"If you were to transform me into a guitar, this would be it," Sean Long says of his first instrument launch. "Seeing this come to life was a total dream - when I met my Signature model for the first time, I instantly created a riff which made it onto our latest While She Sleeps record. To me, the guitar is a vessel to express myself and I've never written music so easily as on this model - I created this in the hopes that others would play it and be inspired to write the best music they have ever written."

Hailing from Sheffield, UK, the innovative While She Sleeps has been tearing it up on the metal scene for over 15 years now with a DIY approach, amassing a hardcore audience

across the world and quickly becoming synonymous with high-energy and high-acclaim live performances. Their latest album 'SLEEPS SOCIETY' incorporated the launch of their fan-oriented community of the same name, providing a platform for the band to share insight into their inner workings with their fans on an unprecedented level. "I felt the guitar community was missing a San Dimas in gloss black, so here she is," says Long of his Signature guitar. "With Charvel, you know every feature and spec is the best possible quality and everyone knows if you want this kind of quality - you have to come here."

Founding member, guitarist and primary songwriter Sean Long is a perfectionist with an artistic spirit and his intense riffs, searing tone, and zero-holds-barred approach to guitar playing is widely admired within the guitar community. When it came to developing his signature instrument, it was vital to build a tool that allows maximum creative expression. "It's not about being tidy, or precise," Long says, "it's about exhibiting your ideas and emotions in any way that works for you."

"The fact that I failed school and college and haven't had a single guitar lesson in my life, along with knowing zero music theory - this guitar is a reflection of what's possible regardless of your 'professional credentials' and I want people to see that if I can do something like this, then they can too."

"Sean Long is a true innovator and we could not be more excited about this Signature launch," added Jon Romanowski, VP, Category Management Charvel. "The guitar world looks to Sean as somebody who creates, bends and owns musical genres and this guitar is a simply beautiful creation which will allow players all over the world to do the same. He had a vision for this guitar and it was an honor for Charvel to bring that to life for him."

For over forty years, Charvel has been the go-to brand for musicians demanding exceptional guitar design and performance, and the brand new collaboration with Sean Long offers just this. Players who want a look as striking as their sound will love the gloss black body complete with an EMG 57 neon yellow bridge pickup, black EMG 66 neck pickup and black hardware. The EMG 57 bridge pickup evokes an unmistakably PAF quality with plenty of headroom and punch for unparalleled definition and presence, while an EMG 66 neck pickup provides the warm, smooth mid-range and expansive lows along with clarity in the upper register. In addition, a bolt-on maple neck with graphite reinforcement

and hand-rubbed satin urethane finish on the back make for the premium feel Charvel is famous for, while the Luminlay side dots make the fingerboard unmissable even on the darkest stages.

For Sean Long, comfort and convenience are incredibly important. A 12"-16" compound radius maple fingerboard and heel-mount truss rod adjustment wheel offer just that - an optimal playing experience which makes blazing-fast leads, aggressive bends or experimenting with chords easier and more comfortable than ever.

[Learn more](#) about Long's collaboration with Charvel as he discusses and demonstrates his all-new Signature Pro-Mod San Dimas® Style 1 HH HT M model. Additional info on the Sean Long Signature Pro-Mod San Dimas® Style 1 HH HT M and product descriptions available [here](#). Product photos and images of Sean Long with his Signature Pro-Mod San Dimas® Style 1 HH HT M can be found [here](#).

For technical specs, additional information on new Charvel products and to find a retail partner near you, visit www.charvel.com. Join the conversation on social media by following @CharvelGuitars on Twitter and @CharvelUSA on Instagram.

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Sean Long Signature Pro-Mod San Dimas® Style 1 HH HT M, Gloss Black (\$1,199.00 USD, £1,069.00 GBP, €1,249.00 EUR, \$2,799.00 AUD, ¥165,000 JPY) Sean Long, founding member, guitarist and songwriter for Sheffield, England-based metalcore act While She Sleeps, is a perfectionist with an artistic spirit and is widely admired for his intense riffs, searing tone and no-holds-barred approach to the instrument. The all-new **Sean Long Signature Pro-Mod San Dimas® Style 1** is a formidable model designed to keep up with his high-speed playing, scorching sound and sinister, yet eccentric, style. Its speed neck profile is designed for blazing-fast playing and completely unhindered position shifts, while the rolled fingerboard edges and hand-rubbed satin urethane back finish provide a comfortable, broken-in feel. The bolt-on maple neck also hosts a slick 12"-16" compound radius maple fingerboard with 22 jumbo frets, durable Graph Tech TUSQ XL nut, Luminlay side dots and a heel-mount truss rod adjustment wheel. Geared towards modern players, an EMG 57 bridge pickup evokes an unmistakably PAF quality with plenty of headroom and

punch for unparalleled definition and presence, while an EMG 66 neck pickup provides the warm, smooth mid-range and expansive lows along with clarity in the upper register.

To learn more and view product descriptions, click [here](#). For product images, click [here](#).

ABOUT CHARVEL®:

For over 40 years, Charvel has crafted high-performance tone machines for musicians across the globe who prize superior sound and exceptional design. Having forged its own distinctive identity, Charvel earned its sterling reputation for producing high-end hot-rodded features, making the traditional-style electric guitars a standout across the metal and fusion worlds. Over the years, Charvel has fostered a rich working relationship with some of the industry's foremost musicians, bringing these remarkably high-power instruments into the hands of players worldwide. Today, Charvel is an owned brand under Fender Musical Instruments Corporation (FMIC) and together, their devotion to pitch, performance and innovation has met the needs of technically advanced guitarists everywhere. For more information, visit www.charvel.com.

CHARVEL MEDIA CONTACTS:

Sam Roberts

PR & Communications Director (EMEA)

sroberts@fender.com

Press@fender.com

FMIC MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@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

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Fender Musical Instruments Corporation
press@fender.com

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