



FENDER UNVEILS 2025 'FENDER NEXT™' CLASS, SPOTLIGHTING THE NEXT GENERATION OF GLOBAL GUITAR TALENT

20 ARTISTS SELECTED FOR 7TH EDITION OF FENDER'S ARTIST DEVELOPMENT PROGRAM, WITH ALUMNI OMAR APOLLO AND IDLES BACKING STANDOUT BANDS

HOLLYWOOD, CALIF. (JULY 22, 2025) — Today, Fender Musical Instruments Corporation (FMIC) announces its seventh annual Fender Next class: a global artist development program designed to spotlight and support the next generation of guitar players making waves in music and culture. Since its launch in 2019, Fender Next has elevated 175 artists across various genres and geographies, offering them the tools, visibility, and platform to shape the future of guitar.

Handpicked by Fender's Artist Marketing team, the 2025 Fender Next artists hail from all corners of the U.S., Mexico, U.K., France, Germany, Japan, China, and New Zealand—

showcasing the global impact and creative range of today's guitar community. Since its inception, Fender Next has helped fuel the rise of dozens of genre-defining artists, with 75+ featured in Fender campaigns and eight earning FMIC signature models including boygenius, Blu DeTiger, Orville Peck, Kingfish, Tyler Bryant and much more.

Selection for Fender Next is guided by guitar ability, artistic influence, fan engagement, and alignment with Fender's brand, along with industry referrals and data-driven insights from managers, labels, agents, and tastemakers that further inform the curation process. Additionally, for the first time in Fender Next history, alumni Omar Apollo and IDLES, were invited to personally nominate artists, further enriching the program's sense of community and creative continuity.

"Fender Next has always been about championing the artists who are redefining the role of guitar in music and culture," said Jason Klein, Artist Marketing Lead, Fender. "What makes this year especially meaningful is that some of our past Fender Next alumni helped identify and recommend artists of the new class—proof of both Fender and the creative community's belief in this artist development program and its ability to inspire next generation guitarists. We're honored to support these artists with the tools and opportunities they need to thrive and grow."

Fender will drive increased exposure for the new class of Fender Next artists through the brand's award-winning marketing campaigns, inclusion on Fender's website and social channels which boast more than 17 million followers worldwide. This year's class will also receive a curated welcome pack featuring gear that supports their creativity in the studio and on the road, including a Player II Modified Stratocaster® with gig bag, Hammertone™ effects pedal, Mustang® Micro Plus headphone amp, PreSonus® HD9 headphones, Fender strap, cable, mug and a one-year PreSonus® Studio One® subscription.

Beyond product and platform access, Fender Next artists benefit from strategic partnerships that help amplify their reach on the global stage. This includes editorial support, and unique programming and performance opportunities via Lagunitas Brewing Company; connecting artists with new fans and celebrating the intersection of music and culture.

In 2025, the tradition continues with a new class reflecting modern guitar's bold, boundary-pushing spirit. Featuring rising stars like Malcolm Todd, Renee, Horsegirl, Leon Thomas, and many more, the Fender Next Class of 2025 boasts a stacked roster that spans genres, from pop and indie, to alt-rock, punk and R&B. These artists are redefining what it means to be a modern guitarist and pushing the boundaries of music across all styles and stages.

The Fender Next Class of 2025 Includes:

Aziya (UK)

Balu Brigada (New Zealand)

Brandy Senki (Japan)

Chinese Football (China)

Cruza (USA)

Darumas (USA)

Flawed Mangoes (USA)

Fleshwater (USA)

Friko (USA)

Horsgirl (USA)

Lambrini Girls (UK)

Leon Thomas (USA)

Maggie Baugh (USA)

Malcolm Todd (USA)

Man/Woman/Chainsaw (UK)

Marc Scibilia (USA)

Oracle Sisters (France)

otoha (Japan)

Renee (Mexico)

wavvyboi (Germany)

"We are super excited to be part of Fender Next. Time to blast riffs and throw a tv out a hotel window. Thank you to all involved, may the gods of rock smile down on you amen," said Lambrini Girls.

"I'm so excited to be on Fender Next, this is like a dream come true for me. I grew up watching some of my idols do this series so it's definitely a full circle moment. I hope to

inspire more people to pick up the guitar and hopefully fulfill their dreams of being in Fender Next too,” said Malcolm Todd.

Headshots of each artist can be found [HERE](#) along with bios [HERE](#). Access additional imagery, including logos and graphics for Fender Next [HERE](#). Join the conversation on social media by following @Fender.

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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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