



FENDER® AND LOOG® TEAM UP TO BRING KID-SIZED, 3-STRING GUITARS TO THE NEXT GENERATION OF PLAYERS

**INSPIRED BY LOOG'S MISSION TO HELP KIDS PLAY, LEARN AND
FALL IN LOVE WITH MUSIC, THE FENDER X LOOG COLLABORATION
CELEBRATES FENDER'S ICONIC ELECTRIC GUITAR MODELS, THE
STRATOCASTER® AND TELECASTER®**

NEW YORK, NY (July 27, 2023) — Children's guitar brand Loog® and Fender Musical Instruments Corporation (FMIC), the world's leading guitar manufacturer, today announced the launch of the Fender x Loog collection, a collaboration featuring kid-sized, versions of Fender's iconic guitar models. Fender x Loog brings Loog's signature elements to Fender's Stratocaster® and Telecaster® guitar designs including 3-strings, one pickup, one knob and Fender's trademark headstock design - small in size and big in sound. The guitars, manufactured by Loog and designed alongside Fender's innovative product team, come fully equipped with learning tools including chord flashcards and access to Loog's learning app, Loog Guitar. The app is available for free in the Apple and Google Play stores and includes video lessons and game-like exercises. Exclusively made for this partnership, the guitars also come with a booklet telling the story of Fender's first electric guitars.

"I'm very proud of this collaboration. The Fender x Loog collection is a great way to introduce kids to the world of electric guitars and celebrate two of rock 'n' roll's seminal instruments: the Telecaster® and the Stratocaster®" announced Rafael Atijas, founder and CEO of Loog Guitars. "To work alongside Fender's team on this project has been a pleasure and I'm honored that we were given the opportunity to reimagine these design masterpieces as 3-string electric guitars for children."

The Fender x Loog collection features two models: a mini 3-string Stratocaster® guitar available in black and a mini 3-string Telecaster® guitar available in Fender's signature Seafoam Green. Both guitars come equipped with a single-coil pickup and a standard ¼ jack that allow them to be plugged into an amplifier. Loog's trademark design element, the slim 3-string fretboard, sets them apart as an ideal choice for children. With chords simplified to only three notes, learning becomes more accessible and less intimidating for young players. Utilizing standard guitar strings and tuning ensures everything learned on a Fender x Loog guitar can be applied on a 6-string guitar as well.

"It was a natural fit to collaborate with Loog, providing young artists with new tools as they take their first step in their musical journeys," said Richard Bussey, VP of Accessories, Lifestyle and Licensing at FMIC. "With a history of supporting music education, Fender and Loog came together to blend Fender's renowned craftsmanship with Loog's mission of teaching children to play. This exciting partnership aims to foster creativity and enhance accessibility for aspiring artists, nurturing the rock stars of tomorrow, one chord at a time."

The Fender x Loog guitars retail at \$199.00 and are currently only available in the United States on loogguitars.com, fender.com and in key retailers nationwide with plans to expand to Europe, Japan and Australia later this year. For all images, click [HERE](#).

For technical specs, additional information on new Fender® x Loog products and to find a retail partner near you, visit www.loogguitars.com and www.fender.com. Join the conversation on social media by following @LoogGuitars and @Fender.

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ABOUT LOOG GUITARS:

Loog is an award-winning line of guitars, designed to make it fun and easy for children to play music. It started as an academic project when Rafael Atijas developed the concept for a 3-string kids' guitar as his Master's thesis at New York University. A year later, in 2011, Loog launched to market through a Kickstarter campaign and, since then, has expanded to a full line of acoustic and electric instruments and music learning apps. Loog guitars are played by hundreds of thousands of children all around the world, as well as established musicians, such as Jack White and members of The Rolling Stones.

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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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