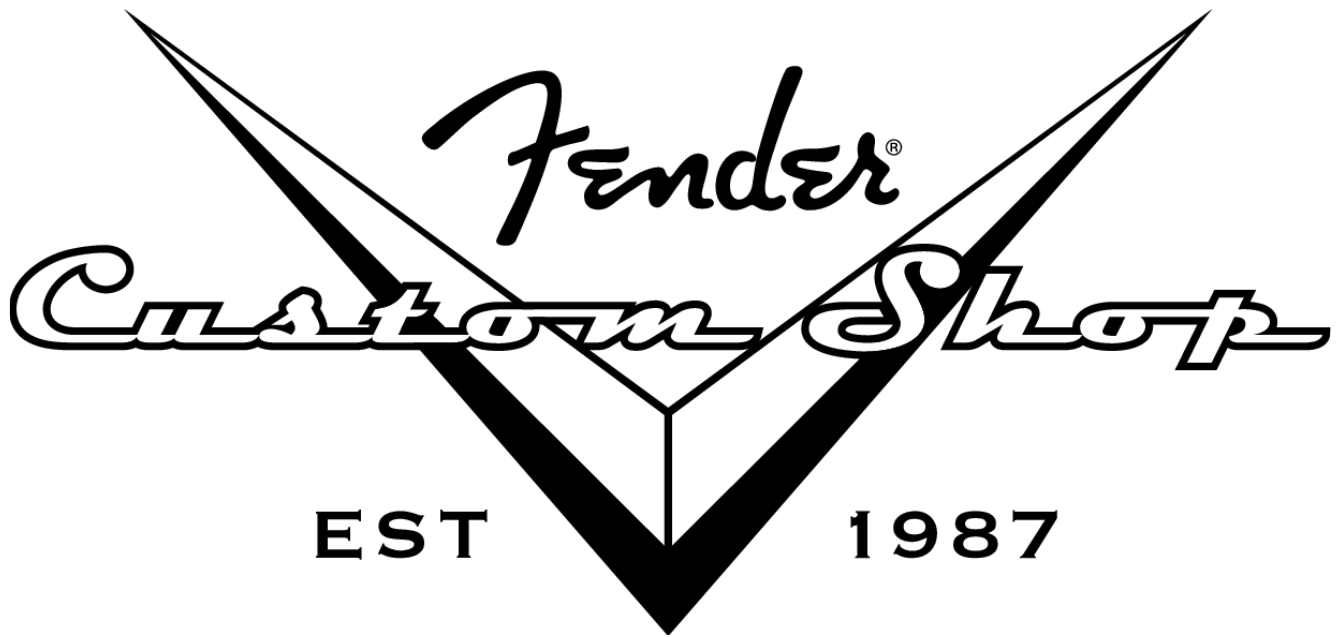




FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES 2025 COLLECTION FROM THE FENDER CUSTOM SHOP

HOLLYWOOD, Calif. (January 23, 2025) — [Fender Musical Instruments Corporation \(FMIC\)](#) today – alongside the revered [Fender Custom Shop](#) – ushers in 2025 with the release of its most captivating annual collection yet: the Prestige and Cocktail Collections. Known globally as the pinnacle of innovation and artistry in custom guitars, Fender’s elite team of Masterbuilders once again redefines the boundaries of craftsmanship and design. This year’s offerings combine the timeless appeal of beloved Fender models with imaginative new concepts, presenting unparalleled instruments for artists, collectors, and players alike.

The Prestige Collection showcases bespoke masterpieces, each one a testament to the individual creativity and technical brilliance of its builder. With intricate finishes, exotic tonewoods, and immaculate details, these instruments exemplify Fender’s commitment to pushing the limits of guitar innovation. Complementing this, the Cocktail Collection takes inspiration from the world of mixology, blending the artistry of fine guitar-making with the

vibrant aesthetics and spirit of classic cocktails, delivering one-of-a-kind creations that are as visually stunning as they are sonically remarkable. Together, these collections celebrate the Custom Shop's legacy of excellence while offering bold new expressions for the modern player.

"Everyone in the Custom Shop pushes one another to test the boundaries of their creativity and technical skills," said Chase Paul, Director, Product Development - Fender Custom Shop. "This year, the Masterbuilders and Apprentices continued to lead the way with truly remarkable instruments. The Prestige Collection highlights each builder's unique approach to balancing artistry and craftsmanship, while the Cocktail Collection offers players a glimpse into the personalities of the people behind these incredible guitars."

THE FENDER CUSTOM SHOP PRESTIGE COLLECTION

The Fender Custom Shop Prestige Collection is an annual presentation from the brands Masterbuilders showcasing their creativity, skill and craftsmanship with detailed finishes, exotic woods and premium features. Each one of these masterpieces is a truly one-of-a-kind expression of the individual builder, making each one an extremely rare, treasured and collectible instrument. As the culmination of Fender Custom Shop creative expression, the Prestige Collection is a great testament to the passion, brilliance, talent and ingenuity of the Masterbuilders.

Prestige Sub-Sonic™ Jazzmaster® (\$12,875.00 USD, £12,199 GBP, €14,399 EUR, \$20,999.00 AUD, ¥2,124,100 JPY) Custom Shop Masterbuilder Andy Hicks has made a name for himself by continuing to push Fender instruments beyond their expected functionality and appearance, and this Prestige Sub-Sonic Jazzmaster®, Journeyman Relic® is no exception. What was once viewed as a "failed experiment," the Fender Jazzmaster® has evolved to become a mascot of the underdog—continually punching above its weight class, delivering a wide range of expression spanning far outside the traditional reverb-soaked "surf" riffs to fuzz-laden Shoegaze and more. Down tuned and outfitted with a set of mini humbuckers from Sonic Pickups, this 27" scale length baritone offset, is thunderous and powerful, yet the Thin Black Burst lacquer finished Black Limba body makes it elegant and timeless. Featuring a quarter-sawn roasted maple large "C" Sub-Sonic neck with a 9.5" radius fingerboard, this guitar sings and is finished off with period black inlays and a black

head cap with a chrome Fender decal. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Custom Telecaster® (\$12,675.00 USD, £11,999 GBP, €14,199 EUR, \$20,999.00 AUD, ¥2,091,100 JPY)

Telecaster® aficionado and Custom Shop Masterbuilder Austin MacNutt delivered a remarkable one-of-a-kind instrument with this Prestige build. By combining sought-after appointments with a unique, custom Feldhouse Family Woodworks top, Austin was able to craft an awe-striking guitar that plays effortlessly and is brimming with quintessential Tele® tone. The combination of a Custom Shop Josefina Campos Hand-Wound '55/'56 Telecaster® bridge pickup along with a Curtis Novak mini humbucker neck pickup gives players the versatility of quickly moving from twangy, mid-rangy bite to smooth, clear, even-tempered tones with the flip of a switch. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Custom Spalted Maple Stratocaster® (\$12,275.00 USD, £11,599 GBP, €13,699 EUR, \$19,999.00 AUD, ¥2,025,100 JPY)

Designed and built by Custom Shop Masterbuilder David Brown, this Custom Stratocaster® is truly striking and unique. Taking visual cues from flowing magma over volcanic rock, David sought to highlight the natural beauty in this hand-selected spalted maple top. By using gold leaf and an earth-toned color palette, this NOS-finished Strat® came to life, perfectly showcasing the elegant combination of a figured maple top over an ash body, and the 4A flame roasted maple neck and Brazilian rosewood fingerboard. Direct mounted Josefina Campos Hand-Wound Ancho Poblano Strat® pickups flawlessly accentuate the even-tempered resonance of this incredible guitar. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Paisley Telecaster® XII (\$11,275.00 USD, £10,699 GBP, €12,599 EUR, \$18,399.00 AUD, ¥1,860,100 JPY)

Evoking the spirit of the late-'60s and early-'70s an era that championed freedom of expression, this Telecaster XII in paisley is the brainchild of none other than Senior Masterbuilder Dennis Galuska. Flaunting a vibrant, flamboyant custom paisley finish, this 12-string Telecaster feels like it was hand delivered from one of the most experimental eras in music and art. . Crafted from a select alder body, and loaded with a Custom Shop Josefina Campos hand-wound '67 Tele bridge pickup and a Curtis Novak Electric XII neck pickup, this Telecaster is equipped with a quartersawn maple neck featuring

the cult classic “Gumby” 12-string headstock. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige '66 Stratocaster® (\$10,200.00 USD, £9,649 GBP, €11,399 EUR, \$16,499.00 AUD, ¥1,683,000 JPY) From the bench of infamous Custom Shop Masterbuilder Greg Fessler, this Custom '66 Stratocaster® is an impeccably built mid-'60s influenced guitar. Perfectly crafted, the Aged Cherry Sunburst adds beautiful depth and dimension to a classic combination of hand-selected tonewoods: a 4A flame maple topped alder body is matched with a 4A flame maple neck and a dark, round-laminated rosewood fingerboard. Loaded with Custom Shop Josefina Campos Hand-Wound '66 Strat® pickups, this guitar is a stunning example of the tonal range that makes a Stratocaster® special. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Elite Stratocaster® (11,650.00 USD, £11,049 GBP, €12,999 EUR, \$18,899.00 AUD, ¥1,922,800 JPY) The open call of the Caribbean Ocean with its glitter of gold sands rising from the ocean floor inspired Jason Smith, Masterbuilder on this build. This guitar body is covered in variegated gold leafing, a unique design that gives the pattern on the body under the vibrant and exciting transparent blue burst. The neck has been hand stained with aqua blue to continue the ocean theme. From headstock to bridge, this instrument is not only a true work of art but is a flawless example of what a Strat® should be: an effortless playing instrument with the versatility to fit into any musical context. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Carved Top Meteora® (\$13,625.00 USD, £12,899 GBP, €15,199 EUR, \$21,999.00 AUD, ¥2,248,400 JPY) Since its unveiling in 2018, the Meteora® has moved from a Parallel Universe mashup to a pillar in high-performance guitar playing. It only makes sense that Custom Shop Masterbuilder Kyle McMillin fused some of his favorite player-centric specs with this fast-playing offset for his 2025 Prestige Collection build. The select mahogany body is topped with a bound and carved 5A quilted maple top and is paired with a 3A flame maple neck and slab ebony fingerboard for a beautiful looking guitar with time-tested, complimentary tonewoods. Add in a pair of Sonic Pickups humbuckers and a recessed Floyd Rose® Locking Tremolo, and this striking instrument is ready to hit the stage or studio. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Performer™ (\$11,350.00 USD, £10,749 GBP, €12,699 EUR, \$18,499.00 AUD, ¥1,873,300 JPY) Masterbuilder Levi Perry brings John Pages' 1985 Performer back to life in his Prestige Performer®. Recreating the exact dimensions of the original, down to the unconventional pickup covers, has helped Perry honour this guitar's heritage, but the contoured neck heel, 9.5" to 12" compound fingerboard radius and Custom Classic Hardtail Strat® bridge brings it into the future. This fun and challenging build is unique in its design but not in its appeal to players and collectors. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Koi Stratocaster® (\$22,050.00 USD, £20,849 GBP, €24,599 EUR, \$35,999.00 AUD, ¥3,638,800 JPY) From the bench of Custom Shop Senior Masterbuilder Paul Waller, in collaboration with talented graphic artist Mike Eshelman, comes the Prestige Koi Stratocaster®. At its core, it is a well-crafted Strat® – select alder body, gorgeous 5A birdseye maple neck, flat-laminated ebony fingerboard – but the intricate painting by Eshelman elevates this guitar to a truly elevated status, creating an incredible piece of Fender art. From the ripple-like effect of the quilted maple top to the delicate floral scene, the Koi Stratocaster® is absolutely jaw-dropping. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Prestige Candy Burst Stratocaster® (\$10,950.00 USD, £10,349 GBP, €12,199 EUR, ¥2,077,900 JPY) The design of this Prestige Candy Burst Stratocaster®, with its candy rainbow burst over a black base, reflects a blend of classic Stratocaster heritage with a modern, visually bold statement. Custom Shop Senior Masterbuilder Dale Wilson drew inspiration from music's vibrant and expressive nature, aiming to capture the essence of creativity through colour and form. The choice of a 4A flame maple neck and Brazilian rosewood fingerboard is a testament to his high-end craftsmanship, appealing to those who seek both performance and striking visual aesthetics from their instruments. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity. US only.

Prestige Contura Stratocaster® (\$50,000.00 USD, £47,249 GBP, €55,799 EUR, \$81,999.00 AUD, ¥9,487,500 JPY) Custom Shop Principal Masterbuilder Yuriy Shishkov never ceases to amaze with his use of precious metals and jewels. His latest creation, the Prestige Contura Stratocaster®, is the result of nearly 100 hours of meticulous crafting, utilizing 27 feet of gold

wire and 25 diamonds along with various cuts of hand-selected maple. One might think that a guitar adorned with so many intricate details would only be seen as a sculpture-like piece of fine art, but the Contura Stratocaster® is dialed and ready to be played—featuring a comfortable '60s style Oval "C" shaped neck, 9.5" radius fingerboard, medium jumbo frets and a trio of Lace Sensor pickups. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

THE FENDER CUSTOM SHOP COCKTAIL COLLECTION

Every year, the Fender Custom Shop Masterbuilders and Apprentices get together and create a collection of unique instruments centered around a singular focus. In the past, inspiration has been drawn from specific colors, unique materials and finishes. For 2025, the esteemed builders highlighted the parallels between craft cocktails and guitars. Each builder dreamt up a stunning instrument inspired by a classic mixed drink, bringing to life fresh interpretations of historic Fender models.

Cocktail Collection Bourbon Barrel Sub-Sonic™ Tele® (\$9,775.00 USD, £9,249 GBP, €10,899 EUR, \$15,799.00 AUD, ¥1,612,600 JPY) Masterbuilder Andy Hicks, enjoying a homemade, Smokey Old Fashioned cocktail, found his inspiration in the drink's deep, rich and complex notes. This unique source of muse led to the creation of the Cocktail Collection Bourbon Barrel Subsonic Tele®, a guitar that immediately captivates with its body made from oiled Bourbon Barrel lids. This build features Custom Shop Josefina Campos Hand-Wound '50-'51 Blackguard Tele® neck and bridge pickups, a Sub Sonic 9.5" radius with a "C" shaped neck finished in "Nicotine Tint." Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Moscow Mule Esquire® (\$11,200.00 USD, £10,599 GBP, €12,499 EUR, \$18,199.00 AUD, ¥1,848,000 JPY) Moscow Mules are often served in hammered copper mugs, and this drinkware formed the north star for this build by Masterbuilder Austin Macnutt. This stand-out '59 Esquire®, a guitar with a rich history and a symbol of the golden era of music, is a visual delight. With its hammered copper appointments, this guitar's intention shines bright: a rustic yet refined instrument ready to rock. Complementing the copper is a lime burst top with white pearloid binding. Featuring a Custom Shop Josefina Campos Hand-Wound '51 Nocaster® bridge pickup, a 9.5" radius fingerboard and a '60s

style Oval “C” shaped 3A birdseye maple neck, this Moscow Mule is ready to be enjoyed, just like its namesake. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection PR Esquire® (\$10,450.00 USD, £9,899 GBP, €11,699 EUR, \$16,999.00 AUD, ¥1,724,800 JPY) After finding inspiration in the famed Purple Rain cocktail, Custom Shop Masterbuilder David Brown breathed life into this guitar by hand-staining the body with water-based products to allow collectors and players alike to hold purple water in their hands. Sporting a ‘59 Esquire® select ash body and 3A quilted maple top and a comfortable, familiar Modern “C” shaped neck, this guitar is ready to play. With a Custom Shop Josefina Campos Hand-Wound Custom Blackguard bridge pickup, this guitar sounds as great as it looks. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Lemon Drop Martini Strat® (\$9,625.00 USD, £9,099 GBP, €10,699 EUR, \$15,599.00 AUD, ¥1,588,400 JPY) Drawing on the crisp, refreshing taste and the swirling, yellow hues of a classic lemon drop martini, Custom Shop Senior Masterbuilder Dennis Galuszka crafted an awe-inspiring Stratocaster®. With a beautiful hydro-dip white, silver and transparent yellow finish, this guitar perfectly embodies what draws people towards its cocktail counterpart. The select alder body, 1-piece ‘54 Soft “V” shaped neck and Custom Shop Josefina Campos Hand-Wound Fat ‘60s Strat® pickups make this guitar expressive, dynamic and highly-resonant. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Manhattan Strat® (\$10,675.00 USD, £10,099 GBP, €11,899 EUR, \$17,399.00 AUD, ¥1,761,100 JPY) Drinking a Manhattan cocktail in a bar brings a certain feeling—the sweet and sour blended with a cherry against a backdrop of music and fun—there is nothing quite like it. This guitar, built by Masterbuilder Jason Smith, realises that feeling in a Stratocaster® using colour and vibe. This instrument comes with a Bourbon Metallic body colour, pickguard covered in prism cherry stickers, and an enamel Manhattan martini emblem affixed to the ball of the Stratocaster headstock. This guitar was built for a player looking for a worn, comfortable-feeling guitar, ensuring a relaxed and enjoyable playing experience. This is your perfect Manhattan Strat. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Blackberry Bramble Strat® (\$10,275.00 USD, £9,749 GBP, €11,499 EUR, \$16,699.00 AUD, ¥1,949,200 JPY) This one-of-a-kind creation featuring a custom metallic purple paint job that exudes vibrancy and sophistication was created by Custom Shop Senior Masterbuilder Todd Krause. The guitar's standout detail is a unique first-fret inlay—a clock with all 5s, a reminder that it's always five o'clock somewhere. Designed for discerning customers who seek more from their instruments, this guitar is a testament to the artistry and imagination of Todd Krause. The deep burgundy sparkle finished select alder body, is loaded with a trio of Custom Shop Josefina Campos Hand-Wound Fat '50s pickups for an unrivaled Strat tones. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Absinthe Strat® (\$10,050.00 USD, £9,499 GBP, €11,199 EUR, ¥1,658,800 JPY)

The Cocktail Collection Absinthe Strat® is a masterpiece of artistry and craftsmanship by Masterbuilder Apprentice Mike Morales, inspired by the whimsical imagery of absinthe. Its hand-stained green finish reflects the drink's milky transformation, creating a visually striking aesthetic. This one-of-a-kind guitar is equipped with a set of Custom Shop Josefina Campos Hand-Wound Texas Special™ Strat® pickups, a 5A flame-roasted maple '60s-style Oval "C" shaped neck, and a Brazilian rosewood fingerboard with mother-of-pearl block inlays. Designed for collectors and professional musicians alike, the Cocktail Collection Absinthe Strat® seamlessly blends luxury, innovation, and performance. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Cantarito Tele® (\$11,650.00 USD, £10,049 GBP, €12,999 EUR, \$18,799.00 AUD, ¥1,922,800 JPY) The Cocktail Collection Cantarito Tele® is a stunning fusion of Mexican heritage, crafted by Master Builder apprentice George Ruiz. Drawing inspiration from Jalisco's vibrant culture and Talavera pottery, this Telecaster® features a hand-painted pickguard by Mexican artist Lucero, a "Cantarito Creme" finish and a mocha-tinted 3A flame Bosnian maple neck, paying homage to the classic Mexican cocktail, the Cantarito. The 27" baritone scale delivers deep, resonant tones reminiscent of traditional Mexican instruments like the guitarrón, while Curtis Novak® JM-WR pickups ensure exceptional tonal versatility. Gold-plated vintage-style hardware, including a hardtail Strat® bridge and tortoise tuning pegs, adds a visual nod to the reddish-brown Tajín rim

color, tying in another detail from the Cantarito cocktail inspiration. This guitar is a testament to fine craftsmanship, with a unique cocktail recipe engraved on the neck plate. It also comes with a pair of Talavera-style Cantarito mugs that match the guitar's design. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

Cocktail Collection Mai Tai Strat® Thinline. (\$9,900.00 USD, £9,399 GBP, €11,099 EUR, \$15,799.00 AUD, ¥1,633,500 JPY) Growing up by the beach, Masterbuilder Apprentice Dylan Del Pizzo was inspired by a quintessential surf and summer cocktail, the Mai Tai, for this build. This Stratocaster® features a bound, highly figured quilted maple top, an engraved wood pickguard, pineapple shape knobs, and a Birdseye neck with abalone dot inlays. Its wooden pickguard sets it apart, and when paired with a thinline body, it produces a lively, highly-resonant playing experience. Every Fender Custom Shop guitar, including this one, comes with a Certificate of Authenticity.

For product images of the **Prestige and Cocktail Collections**, click [HERE](#).

For technical specs, additional information on new Fender Custom Shop products and to find a retail partner near you, visit www.fendercustomshop.com. Join the conversation on social media by following @Fender on all social platforms and @FenderCustomShop on Instagram.

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ABOUT FENDER CUSTOM SHOP™:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Masterbuilders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Masterbuilders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the

epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

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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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