



SIXTH ANNUAL 'FENDER NEXT™' CLASS UNVEILED, CHAMPIONING DIVERSE ARTISTS SHAPING THE FUTURE OF GUITAR MUSIC

25 ARTISTS FROM AROUND THE GLOBE HAVE BEEN SELECTED TO DEVELOP THE NEXT GENERATION OF FENDER-BACKED GUITARISTS

HOLLYWOOD, Calif. (April 2, 2024) — [Fender Musical Instruments Corporation \(FMIC\)](#) today announces the sixth annual class of artists joining [Fender Next™](#) - a dynamic initiative aimed to redefine the landscape of artist development and musical expression worldwide. As the guitar industry and its artists have evolved over the past six years, so too has Fender, recognizing and adapting to the changing needs of musicians. With Fender Next™, the guitar manufacturer continues its legacy of supporting rising talent while celebrating the diverse and groundbreaking music they create.

This year's Fender Next™ class includes 25 trailblazing artists from North America, Australia, Europe, Asia and Latin America that span genres, generations, genders and

backgrounds, each elevating guitar in their own respective communities through unique personality and style.

After an open call with over 1,000 submissions received from aspiring musicians and A&Rs across the country, the 2024 roster was hand-selected by Fender's artist relations team as representative of the future of guitar and the wider industry. As part of the process, Fender partnered with key industry leaders at record labels, management companies, streaming services, talent agencies and other music entities to help curate the shortlist.

"As we look to the future of of players and creators, we're thrilled by the creativity and innovation they bring to the scene. Artists are blending genres and exploring new sonic territories while paying homage to and drawing inspiration from those who came before them," said Matt Watts, Senior Vice President of Marketing at Fender. "With this new group of talented artists, Fender is proud to provide support. I'm eager to witness the remarkable journeys and groundbreaking sounds that will undoubtedly arise from this collaboration. Here's to pushing boundaries and shaping the future of music together."

Over the last six years, Fender Next™ has recognized and empowered a multitude of talented artists who have launched into critical acclaim and commercial success across various countries and regions, including; boygenius founding member and 2024 Gretsch signature artist, Phoebe Bridgers, UK chart-toppers Wet Leg, Sam Fender, and other notable acts like MAY-A, Japanese Breakfast, IDLES, Orville Peck, Little Simz, Madison Cunningham, Jun Xiao, Omar Apollo, The Black Pumas plus many more.

The Fender Next™ Class of 2024 Includes:

- Adam Melchor (USA)
- Billyrrrom (Japan)
- Deb Never (USA)
- English Teacher (UK)
- Fin Del Mundo (Argentina)
- GAYLE (USA)
- Girl Ultra (Mexico)
- Jalen Ngonda (UK)
- Jawny (USA)

- Joy Oladokun (USA)
- Julie (USA)
- King Isis (USA)
- Lava La Rue (UK)
- LÜCY (Taiwan)
- Maya Delilah (UK)
- Militarie Gun (USA)
- Petey (USA)
- Q (USA)
- Royel Otis (Australia)
- Spill Tab (USA)
- TIMØ (Columbia)
- Vacations (Australia)
- w.o.d. (Japan)
- Zach Top (USA)
- Zion Yan (Mainland China)

"Fender has been a part of my musical journey and has been with me since the beginning. i'm very grateful and excited to be a part of the fender family with such talented musicians."

GAYLE, 2024 Fender Next Class USA.

"When I was wanting to buy my first guitar, everyone suggested that I start with an acoustic. Instead, I chose a Fender Strat. Most of my favourite records were recorded with Fender guitars, so it's always great to rock out with one." said **Jalen Ngonda, 2024 Fender Next Class UK.**

"Fender Next has selected some of the coolest musicians to date, and we're thrilled to be a part of it. Taking inspiration from Fender's long history and constant innovation in creating new sounds, we want to make a sound that is extraordinary." said **w.o.d, 2024 Fender Next Class Japan.**

"We are absolutely chuffed to be part of Fender Next 24, there are some brilliant artists this year and to be part of the program is a real treat" said **Royel Otis, 2024 Fender Next Class Australia.**

"I am very excited to be admitted into Fender Next Class 2024. My first guitar was a Fender, and I have used Fender on so many works, including my own albums. I would like to thank Fender again for this opportunity!" said **Zion Yan, 2024 Fender Next Class Mainland China.**

"As a young Mexican woman in music, it's amazing to be part of Fender Next. I've always been a sucker for trying to find the perfect Fender tone by emulating my idols all throughout my discography. I really embrace Fender's history within music and get inspired by all its seasons. As a female guitar player, it's a dream come true to be part of Fender Next. Despite my relatively short journey, I've not only honed my skills but also discovered more about myself through my instrument." said **Girl Ultra, 2024 Fender Next Class Mexico.**

Fender will drive increased exposure for the new class of Fender Next™ artists through the brand's award-winning content, advertisements and select social channels which boast more than 16 million followers worldwide. Fender Next™ artist benefits include:

- A welcome pack curated with FMIC items will include a 70th Anniversary Stratocaster, a Deluxe Moulded guitar hard case with strap and cable, a Mustang Micro, a pedal from Fender's Hammertone™ series which will be selected to match to each artists unique sound, as well as a PreSonus® HD9: Professional Monitoring Headphones.
- Amplification through Fender's industry-leading marketing efforts to bring fans even closer to their favorite artists through a social content series that will live on Fender's TikTok, Youtube and Instagram showcasing an at-home one-song performance and short interview dubbed "Play and Tell."
- Inclusion on Fender official playlists via music streaming service Spotify.

For headshots and bios for each artist, click **HERE**. Access additional imagery, including logos and a graphics for Fender Next™ **HERE**. To find Fender products or to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

#

FENDER MEDIA CONTACT:

Fender Musical Instruments Corp.

FENDER (standard and stylized) are trademarks of Fender Musical Instruments Corporation and/or its affiliates, registered in the U.S. and other countries. Hammertone and Fender Next are trademarks of Fender Musical Instruments Corporation and/or its affiliates. All other product and company names may be trademarks of their respective owners. Use of them does not imply any affiliation with or endorsement by or of them.

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/270338-sixth-annual-fender-nexttm-class-unveiled-championing-diverse-artists-shaping-the-future-of-guitar-music/>