



Fender® and Brixton release 'Highway Man' collection inspired by American country-music icons

**ALT-COUNTRY MUSIC SINGER-SONGWRITER NIKKI LANE LEADS
COLLECTION CAMPAIGN FEATURING BOTH UNISEX APPAREL,
HEADWEAR**

HOLLYWOOD, CALIF. (APRIL 12, 2021) — Fender Musical Instruments Corporation (FMIC), the world's largest guitar manufacturer, has teamed up with Brixton, the premium lifestyle brand, to launch the pair's second capsule of limited-edition unisex headwear and apparel, Highway Man, inspired by classic, American country music. The campaign creative features alt-country music singer-songwriter Nikki Lane showcasing the Western-inspired collection. Launching today on Fender.com the collection features music-inspired details and graphics throughout.

Fueled by music icons and the lonesome wandering of classic country music, Brixton and Fender's 'Highway Man' collaboration evokes the longing of life on the road. Leveraging

timeless brimmed headwear silhouettes and thoughtful secondary details, like its “pick pockets” - which house Fender guitar picks on the interior of each piece of headwear—the collaboration is a tribute to the spirit of the working musician.

“We’re really proud to continue building on our partnership with Fender. Following the success of our Holiday 2020 capsule,” said Davide Mattucci, VP of Brand Marketing at Brixton. The Highway Man collection captures the power of music as the world looks ahead from the pandemic. We found inspiration from classic country, but believe the styles in the collection have a wide appeal for both men and women.”

Tethering Brixton’s Americana roots to Fender’s revolutionary history in music, the collection features unisex options in both apparel and headwear. Limited edition graphics like “Howlin” and “Highway” highlight the apparel offerings, while Western-inspired brimmed headwear like the Paycheck and Tiller add a premium and elevated take on Americana. Each headwear style is complete with aforementioned guitar pick holders, along with a variety of other premium details including debossed leather co-branding finished with metal Brixton and Fender pins.

The Fender and Brixton unisex apparel and headwear capsule collection features 8 pieces that are available in multiple colorways including:

Fender® Highway L/S Tee - \$35

Fender® Electric Hood - \$69

Fender® Howlin S/S Tee - \$28

Fender® Howlin Hood - \$69

Fender® Paycheck Fedora - \$99

Fender® Tiller Hat - \$105

Fender® Electric MP Snapback – \$35

Brixton and Fender’s headwear capsule collection is now available for purchase at www.Brixton.com and www.Fender.com, as well as select wholesale partners, priced from \$28-\$105. For product images click [here](#). Join the conversation on social media by following @Fender.

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ABOUT BRIXTON:

Brixton is a premium lifestyle brand focused on creating connection through art and culture. Keeping the spirit of the past alive through vintage-inspired style, the company designs and builds a full line of men's and women's apparel, headwear and accessories that is distributed in over 30 countries. Brixton's clean, classic designs have a modern, yet timeless feel, and each piece is constructed with a commitment to delivering quality product customers will want to wear forever. For more information, please visit www.Brixton.com and follow @Brixton.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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® and Bigsby®—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.

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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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