



**FENDER HONORS JAPANESE ROCK N
ROLL LEGEND, KIYOSHIRO
IMAWANO WITH CUSTOM SHOP
RECREATION OF HIS ICONIC
ESQUIRE®**

**A TESTAMENT TO THE STORIED GUITARIST'S ENDURING INFLUENCE
AND LEGACY, THE KIYOSHIRO IMAWANO 1963 ESQUIRE®
JOURNEYMAN RELIC® WILL BE AVAILABLE FOR PRE-ORDER
STARTING MARCH 5, 2024.**

TOKYO, JAPAN (March 5, 2024) — [Fender Music Corporation Japan](#) (FMCJ) and [Fender Custom Shop](#) today unveils the Kiyoshiro Imaiawano 1963 Esquire® Journeyman Relic®—a meticulously crafted recreation of the beloved Fender® Esquire® that helped Imaiawano take over the airwaves and make an indelible impact on Japanese culture. This product will be made to order and will be available for order from March 5 to September 5, 2024 and will be delivered in 2025, on the 55th anniversary of Imaiawano's debut.

Kiyoshiro Imawano has helped shape Japanese rock music with his raw musicianship, vibrant personality, and singular energy that he brings to every live performance and record. Influenced by a melange of different genres, Imawano's playing is a love letter to the music that helped shape him as a player—equal parts blues, rock 'n' roll, and folk. This eclectic style coupled with his stunning live performances has captured the hearts of an ever-growing fanbase.

One of the most iconic guitars that Imawano owned was a 1963 Esquire® guitar. It is said that Hirofumi Kasuga acquired this guitar in Los Angeles and gave it to Imawano, and later, Reichi "CHABO" Nakaido, who joined Imawano in the influential rock band RC Succession, also played this legendary guitar for a time.

"I've worked on many of Kiyoshiro's electric guitars over the years, but this Esquire® remained his primary instrument till the very end" said Kiyoshi Yamamoto, who served as Imawano's guitar technician for many years. "The critical aspect of this reproduction lies in the neck grip. The nuanced feel of the grip has been faithfully recreated, evoking vivid memories of that era. This guitar truly deserves the title of 'Kiyoshiro Imawano's signature model.' I anticipate this guitar to gain scratches and change in color the more you play it, becoming a companion that matures alongside the player. It's a guitar that will resonate with Kiyoshiro's fans. You can certainly feel close to Kiyoshiro playing this and my hope is that ten years from now, those who acquire this guitar will gather to share stories of each guitar's journey after a decade of being played and cherished."

The Kiyoshiro Imawano 1963 Esquire® Journeyman Relic® is a staggeringly faithful reproduction of Imawano's iconic Esquire® guitar—from the pickguard, painted pink by Imawano using a water-based pen, to the body's striking natural color. Every detail—from the soap bar pickups to the guitar's electronics have been replicated with the utmost care using Fender Custom Shop's expert techniques. This model is aged to perfection with Journeyman Relic® finish, which is inspired by the condition of the guitar when Imawano first acquired it. This Esquire® is as gorgeously designed as it sonically powerful, and as such is the perfect ode to an artist as influential and enduring as Kiyoshiro Imawano.

Kiyoshiro Imawano 1963 Esquire® Journeyman Relic® will be available at Fender Flagship Tokyo (Harajuku), FENDER SHOP in MIKI GAKKI AMERICAMURA (Osaka) and Fender

Custom Shop dealers in Japan. *This product is made to order. Delivery times may vary depending on the production status. Please inquire with each retailer regarding the delivery schedule.

**All dates and times are in JST.*

For images of the Kiyoshiro Imawano 1963 Esquire® Journeyman Relic®, please click [HERE](#).

Kiyoshiro Imawano 1963 Esquire® Journeyman Relic® (¥880,000 JPY)

The Kiyoshiro Imawano 1963 Esquire® Journeyman Relic® is a faithful reproduction of Imawano's iconic Esquire® guitar, from the pickguard which was painted pink by Imawano using a water-based pen and the striking natural color, to its playability through the shaved neck grip carefully profiled from the invaluable 1963 original instrument. Every detail from electric parts, such as the soap bar pickups, to the guitar's sound have been replicated with the utmost care using Fender Custom Shop's expert techniques. This model is aged to perfection with Journeyman Relic® finish, which is inspired by the condition of the guitar when Imawano first acquired it. This Esquire® with its exquisite looks and sound tributes the life and music of one of Japan's most influential rock musicians, a testament to Kiyoshiro Imawano's enduring influence and legacy.

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ABOUT KIYOSHIRO IMAWANO

Kiyoshiro Imawano (1951 – 2009), was a musician renowned for his band activities. In 1968, while still attending high school, Imawano co-founded RC Succession. The band made their debut in 1970 with "Takarakuji wa Kawanai," followed by a series of diverse hit songs including "Ameagari no Yozora ni ," "Slow Ballad," and "Ikenai Rouge Magic." RC Succession performed numerous legendary concerts at iconic venues such as the Nippon Budokan and Hibiya Open-Air Concert Hall. Even after RC Succession went on hiatus in 1991, Imawano continued his musical journey through solo endeavors and he also ventured into various other fields including acting in films and dramas, writing children's books, and cycling. In February 2008, the "Kiyoshiro Imawano Complete Revival Festival at Nippon Budokan" event set the record for the highest attendance at the venue at the time. Even following his passing in May 2009, Imawano's influence continues to be seen across diverse artistic spheres. 2025 will commemorate the 55th anniversary of his debut.

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 Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders 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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