

Fender Paul Smith

Paul Smith And Fender® Celebrate Music, Design And Craftsmanship With A Limited-Edition Capsule Collection

The collection unites Paul Smith's distinctive design with Fender craftsmanship across fashion, accessories and a Made in Japan Paul Smith Telecaster®

October 21, 2026 - British design house Paul Smith and American guitar maker Fender Music Instruments Corporation (FMIC) partner on a limited-edition capsule collection that draws on an eclectic range of influences; connecting the spirit of rock 'n' roll with the heritage of London's historic Wardour Street record shops and the precision of Japanese craftsmanship.

2026 marks a milestone year, with Sir Paul Smith celebrating his 80th birthday and Fender its 80th anniversary. Connected by a shared belief in originality, craftsmanship and individual expression, the two iconic names have come together on a 16-piece collection spanning across ready-to-wear, tailoring and accessories, alongside a limited-edition Made in Japan Paul Smith Telecaster and a range of guitar accessories.

Music and fashion have always moved together, with artists and musical movements shaping how generations dress and express themselves and shape culture. Music has long been a source of inspiration for Paul, who in his early years travelled from Nottingham to London for gigs, selling screen-printed T-shirts to help cover the cost home. This love of

music and the creative communities that surrounded it forged lifelong connections and led to collaborations including David Bowie and The Rolling Stones.

The menswear collection brings together references in a distinctly Paul Smith way. The psychedelic spirit of music festivals meets the history of London's Wardour Street, once home to influential record shops and a meeting place for musicians, artists and music lovers. These references are reimagined through Paul Smith's signature use of print and colour, alongside Fender's instantly recognisable visual language while Japanese craftsmanship remains central to the collection.

"Fender and Paul Smith have both built their legacies around originality and giving people the tools to express themselves," said Edward "Bud" Cole, CEO, Fender Musical Instruments Corporation. "Music has always been central to Paul's creative life, and his relationships with artists and musicians have influenced his work for decades. That shared connection to music is what makes this collaboration feel so authentic. At its heart, it's a celebration of individuality, creativity and craftsmanship — bringing two distinct points of view together and giving people something they can make their own."

The collection includes tie-dye T-shirts inspired by historic music festivals, reinterpreting a tree motif through a photograph of Paul's favourite tree in his hometown of Nottingham. The resulting "Meet at the Tree" graphic brings a personal Paul Smith touch to the communal spirit of festivals.

Sunflowers, vibrant colour and the Paul Smith Signature Stripe run throughout the collection, alongside graphics celebrating the record labels and independent record shops that made London's Wardour Street an important part of British music history. Elsewhere, the Signature Stripe meets Fender's distinctive spaghetti logo, bringing the identities of both brands together.

Central to the collaboration is the limited-edition Made in Japan Paul Smith Telecaster, bringing Paul Smith's Signature Stripe to one of Fender's most recognizable silhouettes. Crafted in Japan, the guitar pairs an alder body with a maple Modern "C" neck and rosewood fingerboard, alongside specially modified neck and bridge pickups developed for the collaboration. A vintage-style three-saddle Telecaster bridge, locking tuners and a

custom neck plate complete the instrument, balancing classic Telecaster character with Paul Smith's distinctive approach to color and design.

The collaboration also extends to a limited-edition guitar strap and pick set. The Made in Japan strap features Paul Smith's Signature Stripe with genuine leather ends and Paul Smith and Fender logos stamped in gold. A set of 12 individually designed picks brings together the Signature Stripe with playful colors and graphics, presented in a collectible steel tin featuring both brands.

To bring the collection to life and celebrate the next generation of musical talent, Paul Smith and Fender have worked with emerging British band Legss. The four-piece bring their own distinct sound and creative perspective to the campaign, celebrating the individuality, creativity and craftsmanship that connect Paul Smith and Fender. See the Paul Smith + Fender collection come to life with Legss.

Fender Made In Japan Paul Smith Telecaster

- Paul Smith Signature Stripe alder body
- Maple Modern "C" neck with rosewood fingerboard
- Modified neck and bridge pickups developed for the collaboration
- 3-saddle vintage-style Telecaster bridge with brass barrel saddles
- Vintage-style locking tuners
- Custom neck plate
- Original hard case and certificate

Paul Smith + Fender Accessories

- Limited-edition Signature Stripe guitar strap, Made in Japan
- Genuine leather ends with Fender and Paul Smith logos stamped in gold
- 12-piece heavy-gauge pick set featuring unique Paul Smith designs
- Collectible Made in Japan steel tin

About Paul Smith

Paul Smith is Britain's leading independent design company. For 56 years, Paul has redefined British tailoring, pairing its discipline with an irreverence entirely his own.

Founded in a small shop in Nottingham in 1970, Paul Smith remains true to its independent, British character today, with shops in over 50 countries.

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ABOUT FENDER

Fender has been at the center of music and culture since 1946. As the world's leading guitar, bass and amplifier brand, Fender has shaped the sound of modern music, creating instruments that have become part of defining moments in music and culture. Today, Fender Musical Instruments Corporation (FMIC) designs, manufactures and delivers instruments, amplifiers, effects, accessories, pro audio and digital products and experiences for players around the world. FMIC's portfolio of owned and licensed brands includes Fender®, Squier®, Fender Custom Shop, Fender Studio®, Jackson®, Gretsch® guitars, EVH®, Charvel®, Bigsby® and PreSonus®. Guided by a player-centric approach, Fender continues to combine craftsmanship, innovation and technology to support musicians throughout their creative journey — from learning and playing to performing, recording and creating. For more information visit, www.fender.com.

CONTACT DETAILS

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