

FENDER® SIGNS APPAREL LICENSE WITH DRAGONFLY CLOTHING

SCOTTSDALE, Ariz. (June 13, 2013) – Fender is pleased to announce it has signed a deal with rock ‘n’ roll clothier Dragonfly Clothing to create a lifestyle fashion collection inspired by Fender’s rich music history. The line will feature dress shirts, work shirts, terry fleece hoodies, laser-print microfiber shirts, denim and leather outerwear and T-shirts, and will sell to specialty apparel and finer department stores throughout North America and Europe this summer.

The new collection focuses on bringing back nostalgic U.S. clothing looks inspired by more than 60 years of Fender’s influence on many music genres. Designs will range from the subtle, with offset stitching and music-themed elements on cutting-edge fashion shirts and jackets to bold prints and elaborate embroidered designs for the most passionate enthusiasts.

“Dragonfly’s initial design concepts and attention to detail were fantastic,” says Fender licensing director Jeff Quinn. “Its reputation of being able to translate music into fashion is well founded. The Fender brand is so established in popular music culture that it means different things to different people ... so whether you’re a musician or music enthusiast, this collection will have something for you.”

Dragonfly Clothing founder Edward Dada added that, “We are not only designing product with the great name ‘Fender,’ but also a product that people will want to buy because of the quality and designs. Our retail partners are very excited for the launch.”

For more information, go to www.fender.com.

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About Fender® Fender is the world’s leading guitar and musical instrument amplifier brand and a name that is synonymous with popular music since its inception in Southern California

in 1946. Fender instruments, such as the Telecaster[®], Precision Bass[®], Stratocaster[®] and Jazz Bass[®] guitars, and Bassman[®], Twin Reverb[®] and Deluxe Reverb[®] amplifiers, are known worldwide as the instruments that started the rock 'n' roll revolution, and they continue to be highly prized by today's musicians and collectors alike. For more information, visit www.fender.com.

About Dragonfly Clothing The culmination of three generations' experience in apparel manufacturing, Dragonfly Clothing was born merely a block off the Sunset Strip. The brainchild of founder Edward Dada, Dragonfly injects "rock 'n' roll vision" into some of the finest fabrics and leathers in the world, creating true works of art that meld rock and fashion. Dragonfly's designs have featured rock legends Led Zeppelin, the Rolling Stones, Iron Maiden and Jimi Hendrix, and film icons James Dean, Marilyn Monroe and Betty Page. Figures including Bill Clinton, Hugh Hefner, Lemmy Kilmister (Motörhead) and Nikki Sixx (Mötley Crüe) have worn Dada's styles. For more information visit www.dragonflyclothing.com.

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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