



FENDER® AND BRIXTON RELEASE LIMITED EDITION TIMELESS HEADWEAR COLLECTION INSPIRED BY ICONIC AMERICAN MUSICIANS, TAP GRAMMY®-NOMINATED BLACK PUMAS FOR CAMPAIGN

**NEW DESIGNS AND COLLECTION CAMPAIGN PAYS HOMAGE TO
STYLE ICONS WHO HAVE SHAPED OUR CULTURE**

HOLLYWOOD, Calif. (November 16, 2020) — Fender Musical Instruments Corporation (FMIC), the world's largest guitar manufacturer, has teamed up with Brixton, the premium lifestyle brand, to launch a limited edition unisex collection of timeless headwear pieces, Brixton x Fender, inspired by iconic musicians and Brixton's heritage designs. Kicking off with a campaign led by Grammy®-nominated duo Black Pumas, this diverse collection of 7 pieces features an array of unique designs that embody the heritage of guitar blended with timeless style to offer the perfect gift for the music fan in your life this holiday season.

Fueled by the art of music through the decades, these classic pieces feature distinctive details that include roach clips, guitar pick holders and other musical references. From bold options, like the Fender Flood Fedora, to understated classics like the Fender Refugee Fedora and Fender Philly Baggy Snap Cap, the collection pays homage to the style of iconic artists who have shaped music around the world for decades.

“We couldn’t be more excited for this collaboration with Fender,” said Davide Mattucci, Brixton’s VP of Brand Marketing. “Our brands have shared a longtime connection and these artist-inspired headwear pieces bring Brixton back to our roots in music. With many seeking comfort in music this year, it lined up well to partner with The Black Pumas to help us launch this artist inspired collection as we showcased their throwback take on modern music and style both on and off the stage.

“We are always exploring how to connect with Fender fans in unique and unexpected ways,” said Dan Heitkemper, Fender’s VP Licensing & Product. “Our collaboration with Brixton on this headwear collection is a tip of the hat, so to speak, to the artists who have left a lasting impact on our culture and on music fans around the world. Through this partnership, we are thrilled to offer Fender and Brixton fans alike with an exclusive piece of art that can be adorned and taken with them anywhere – just like the guitars of the artists they were inspired by.”

For its campaign, Fender and Brixton tapped Grammy®-nominated psychedelic-soul duo Black Pumas to share their approach to guitar, culture and how they find inspiration on their musical journey. Exemplifying the juxtaposition between past and present, Fender and Brixton selected Electro-Vox in Los Angeles, the world’s oldest working studio, as the backdrop for the Best New Artist-nominated duo to share how they take inspiration from past to make music for the present – as is the case with Brixton’s approach to product.

Uniting Brixton’s vintage-inspired style with Fender’s rich music history, the collection features premium details including silk band and brim taping, 100% genuine leather bands and custom liners, all priced under \$150. Seamlessly merging the worlds of music and fashion, Brixton’s design team takes the label’s heritage styles to new heights with functional roach clip feathers, featured on the Fender Flood Fedora and Fender Mustang Fedora, as a

statement adornment. Nearly every piece in the capsule also boasts a guitar pick holder sweatband, exclusive of the Fender Sonic Beanie.

The Fender and Brixton headwear capsule collection features 7 pieces that are available in multiple colorways to appeal to a diverse range of styles including:

Fender® Flood Fedora - \$115- \$119

Fender® Mustang Fedora - \$85

Fender® Refugee Fedora - \$89

Fender® Philly Baggy Snap Cap - \$55

Fender® Reverb C Snapback - \$35

Fender® Sonic Beanie - \$30

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 \$30-\$149. Images available [here](#), and watch a video featuring the Back Pumas [here](#).

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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.

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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

GLOBAL MEDIA INQUIRIES

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COPY LINK

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