



FENDER ANNOUNCES OFFICIAL GRAND OPENING DATE OF FIRST EVER RETAIL STORE 'FENDER FLAGSHIP TOKYO' ON JUNE 30

**THE ICONIC FOUR STORY MUSIC EPICENTER, COMMISSIONED BY
KLEIN DYTHAM ARCHITECTURE, INCLUDES A VERSATILE EVENT
SPACE, "F IS FOR FENDER" MADE-IN-JAPAN FASHION BRAND AND
THE FENDER CAFE POWERED BY VERVE COFFEE ROASTERS**

**FENDER EMBARKS ON 50-DAY COUNTDOWN SOCIAL MEDIA
CAMPAIGN FEATURING FENDER ARTISTS AND GUESTS**

TOKYO, Japan (May 11, 2023) — [Fender Musical Instruments Corporation \(FMIC\)](#) and [Fender Music Corporation Japan \(FMCJ\)](#) today announces the brand's first-ever flagship store, Fender Flagship Tokyo, will officially open on Friday, June 30 (JST). Designed for all music lovers, 'Fender Flagship Tokyo' goes beyond the conventional music store, offering a one-of-a-kind music experience to all visitors. The store will carry the full range of Fender products, including Fender Custom Shop® , Made in the U.S. and Made in Japan models, acoustic guitars, ukuleles, amplifiers, pedals and more. The flagship store will also house an original coffee shop "FENDER CAFE powered by VERVE COFFEE ROASTERS" and an event

space that can host various events such as broadcast shows, panel discussions, performances and workshops. In conjunction with the store opening, Fender will also launch a brand new Made-in-Japan fashion brand, "F IS FOR FENDER " available for purchase in the Fender Tokyo Flagship store.

"We are excited to share more details on what consumers can experience at our first flagship endeavor opening June 30," said Edward "Bud" Cole, President Fender APAC. "We've left no stone unturned in planning and designing every aspect of the musical journey to deliver a complete 360-degree experience for all visitors. Our deep gratitude goes out to our partners, whose unwavering support has helped turn this vision into a reality."

In its 77-year history, Fender has supported and evolved with each music generation, leading the world in the creation of new cultures deeply-rooted in music. In a monumental retail moment for the legacy brand, this summer, Fender will open its first-ever flagship store: Fender Flagship Tokyo. This new music-culture epicenter will be located in Harajuku, Tokyo, a trendsetting area brimming with endless energy. Fender Flagship Tokyo is designed to provide a completely new shopping and music experience for all music lovers, from beginners to professionals. Envisioning beyond a conventional music store, Fender Flagship Tokyo manifests a one-stop destination where anyone who loves music –be it players, listeners or fans – can stop by, enjoy and be immersed in music.

Moreover, Fender Tokyo Flagship is the culmination of partnering with the best of the best industry leaders including but not limited to Blue Birds Consulting, Inc. (Project Management), Tanseisha (construction), Tokyu Land Corporation (real estate), XY-Retail (retail customer service experience platform). Fender is excited to unveil an exclusive sneak peek of its first ever flagship store.

STORE DESIGN

Located in THE ICE CUBES, an iconic building in fashion-hub Omotesando-Harajuku, Fender Flagship Tokyo will encompass four floors consisting of a basement level and three upper floors, constituting the retail experience. Fender commissioned Klein Dytham architecture (KDa) whose works include Daikanyama T-site/Tsutaya (2011), Ginza Place (2016), Open House (Bangkok, 2017) and Hoshino Resort Risonare, as lead on designing all

components of the Fender Flagship Tokyo. In partnership, 'Fender Flagship Tokyo,' celebrates the concept of "music lovers and instruments."

"Our idea was to create a new landmark, setting a new precedent for guitars, establishing a destination of discovery where any visitor, whether an excited beginner or veteran musician, not only feels welcome, but is immersed in the store and is encouraged to take the time to touch and experience the guitars," said Klein Dytham architecture's founder Astrid Klein.

Fellow co-founder of Klein Dytham, Mark Dytham, also added, "Our design in partnership with Fender is not just a store, but an enticing experiential retail environment in which the guitars themselves are placed center stage becoming stars of the show. We chose to subtly reference Fender details — their smooth curves and exquisite finishes — for interiors and display units designed to draw attention to and accentuate each guitar's beauty, quality and grandeur. The inclusion of galleries between retail spaces also celebrates artists and, crucially, the cultural heritage of master craftsmanship behind every Fender guitar."

STORE LAYOUT

The basement floor will feature beginner-friendly acoustic guitars, an event space that offers a variety of immersive events for players and music lovers and Fender's first coffee shop, FENDER CAFE powered by VERVE COFFEE ROASTERS. An original coffee shop under the supervision of popular Californian lifestyle coffee brand, VERVE COFFEE ROASTERS, the café will offer a variety of original coffee and tea recipes and snacks.

The first floor of Fender Flagship Tokyo will feature newly released and featured products including electric and acoustic guitars, basses, artist signature models, and accessories. Visitors will discover all-new, original merchandise exclusive to Fender Flagship Tokyo, which includes clothing, hats, home and office items, stationary, and other lifestyle goods. In addition, the first floor will also house a new apparel brand, "F IS FOR FENDER" – a purely apparel collection for all men and women inspired by the history of guitar in music culture with an urban, modern spin. The goal was to design pieces that were mostly unisex and for lovers of music across generations to be able to wear "what inspires them. Made with only the highest quality of fabrics, all products are sourced and made in Japan and will come in small lot productions. The debut Spring/Summer collection ranging from ¥2,970 to ¥69,300

JPY, will consist of tops including T-shirts and shirts, to bottoms, outerwear, accessories, and more. Each season, new styles will be designed and added to the collection.

The second floor of the store will showcase high-quality guitars and basses, made in the USA and Japan, and amplifiers. This floor will also have a soundproof room where visitors can try out instruments on a wide range of amps.

Fender's third floor will showcase the renowned Fender Custom Shop®, also known as the “Dream Factory.” The Fender Custom Shop is home to some of the world's most skilled and honored craftsmen, master builders who create legendary instruments and who constantly push the boundaries of what is possible. They have helped many celebrated artists including Mike McCready, Jeff Beck, H.E.R. and Jimmy Page, as well as countless collectors, professionals and guitar enthusiasts, make their dream guitars a reality. This floor will offer a selection of master-built and team-built guitars, as well as a special room for customers to place custom orders.

FENDER FLAGSHIP TOKYO COUNTDOWN

Beginning today, Fender is launching “FENDER FLAGSHIP TOKYO COUNTDOWN,” a special campaign counting down the 50 days to the grand opening of Fender Flagship Tokyo. Special movies featuring 50 artists and guests who are joining in the celebration will be posted daily from today till the opening day on June 30 (JST). The full video will be released on Fender's official YouTube channel each day and digest versions will be available on Instagram and Twitter.

High-resolution images of Fender Flagship Tokyo can be found [HERE](#). Join the conversation on social media by following @Fender_Official on Twitter, @fender_jp on Instagram, and @FenderMusicJapan on YouTube.

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FENDER FLAGSHIP TOKYO

Location: 1-8-10 Jingumae, Shibuya-ku, Tokyo 150-0001, Japan

Number of floors: B1F to 3F

Dimensions: Total floor area 1,068.4m²

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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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