

The Fender logo, featuring the word "Fender" in a stylized, handwritten-style script with a registered trademark symbol (®) to the upper right.The Fender Flagship Tokyo logo, featuring the word "Fender" in the same stylized script as the main logo, with the words "FLAGSHIP TOKYO" in a bold, sans-serif, all-caps font centered below it.

FENDER FLAGSHIP TOKYO AWARDED “WORLD RETAIL PROJECT OF THE YEAR” AT THE PRESTIGIOUS WORLD ARCHITECTURE FESTIVAL

TOKYO, JAPAN (DECEMBER 12, 2024)— [Fender Musical Corporation Japan \(FMCJ\)](#) and [Klein Dytham architecture \(KDa\)](#) are thrilled to announce that Fender Flagship Tokyo, the brand’s first-ever flagship store, has been named “World Retail Project of the Year” at the prestigious World Architecture Festival (WAF) 2024. This accolade represents the pinnacle of recognition in the global retail design category.

The World Architecture Festival is one of the most respected platforms for architects and designers worldwide, often regarded as the gold standard for architectural excellence. This year’s competition attracted over 2,500 submissions from more than 70 countries, showcasing groundbreaking projects across a wide array of categories. The rigorous selection process narrowed entries to a top-tier shortlist, with finalists presenting their designs live during the festival held in Singapore, where the ultimate winners were decided. Fender Flagship Tokyo, located in the heart of Harajuku, opened its doors in June 2023. Designed by the renowned Klein Dytham architecture (KDa), the store spans four immersive floors, each tailored to inspire and serve a diverse and dynamic community of modern players. KDa’s innovative approach has garnered global acclaim, and this flagship project exemplifies their ability to blend artistry and functionality.

Receiving the “World Retail project of the Year” award underscores Fender Flagship Tokyo’s status as a global benchmark for retail design, innovation, and creativity. This achievement highlights Fender’s unwavering commitment to pushing boundaries and reimagining how music is experienced.

WAF Chairman of Judges Layton Reid commended Fender Flagship Tokyo in his final review, citing “As a brand experience, it’s incredibly powerful; it’s all about the guitar. The sense of materiality, the sense of detail that’s used and abstracted appropriately, is such a powerful way to sell a message,” and “The store wraps you up in the story of Fender and makes you a rock star!”

“We are deeply honored to receive this prestigious award, which is a testament to the visionary work of Klein Dytham architecture and our Fender team,” said Edward “Bud” Cole, President of Fender APAC. “Fender Flagship Tokyo is more than just a store; it is a meticulously designed space where creativity, innovation, and the spirit of music come to life. Every detail, from the choice of materials and interior layout to the immersive atmosphere, has been thoughtfully crafted to not only reflect Fender’s rich legacy but also to inspire and empower modern players to reach new heights. This achievement inspires us to continue pushing boundaries, creating unique experiences that connect people with the transformative power of music and celebrating the artistry that lies at the heart of our brand.”

High-resolution images of the Fender Flagship Tokyo can be found [HERE](#).

ABOUT KLEIN DYTHAM ARCHITECTURE:

Klein Dytham architecture (KDa) is renowned for its visionary approach to retail space design, seamlessly blending functionality with vibrant aesthetics. From iconic early projects like the Daikanyama T-SITE and Open House in Bangkok to KDa's recent works such as Cartier's hinoki wood facade in Osaka, KEF's music gallery in Tokyo, and Olive Lounge Shibuya, which reimagines banking with modern design KDa demonstrates their ability to bridge Eastern and Western cultures in their retail strategies. Experience and emotion are central to KDa's work, crafting transformative spaces that captivate and inspire.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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 2021, Fender celebrated 75 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.

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