



FENDER AND JUNO HOST, 'FENDER X JUNO CAFE', FIRST EVER INTERACTIVE POP-UP FOR GUITAR ENTHUSIASTS IN ZHANG'S GARDEN

FOR A LIMITED TIME, FANS CAN DEMO FIRST-HAND NEWLY RELEASED AMERICAN VINTAGE II SERIES AND MANY MORE BEST-SELLERS

CHINA, Shanghai (December 17, 2022) —[Fender Musical Instruments Corporation](#) (FMIC/Fender) China today announced the official opening of its three month pop-up at Zhang's Garden welcoming local guitar enthusiasts to an immersive brand experience aimed to support the growing music community. From December 17, 2022 to February 28, 2023, Fender joins forces with JUNO - the brand that has evolved from a listening bar to a music, art and culture center in Shanghai - to jointly present the Fender x JUNO Café, with interactive demo stations interweaving and resonating the sound of Fender's classic guitars with coffee fragrance in the Shanghai style Shikumen. Together, the brands strive to create the most intimate and comfortable place for music lovers to connect.

Guitar enthusiasts can now make online appointments by visiting [HERE](#) to experience first-hand many of Fender's best-sellers and new releases, including: the newly released

American Vintage II series of electric guitars and basses which pays homage to the classic styles of the '50. '60s and '70s; the Player Plus series known for its bold colors; and the Acoustasonic Player and popular artist signature series guitars. Guests will be treated to live performances, musical workshops, food tastings and more. Music lovers of all ages are welcome to celebrate this unique immersive experience of Fender.

"We continue to grow our business and grow our reach into the Chinese market to support all players in China, wherever they are in their musical journey," said Edward "Bud" Cole, President, Fender Asia. "Juno was a natural fit to partner with as we both share the same mission in mind to support music culture. Fender's new pop up at Zhang's Garden provides an intimate space for Fender guitar enthusiasts to have an immersive brand experience and grow a bond with the music community."

For high-res images of the Fender x Juno café, click [HERE](#).

Fender x JUNO Café details include:

- **Date:** Saturday, December 17 – Tuesday, February 28
- **Time:** 10:00am - 21:30pm
- **Address:** Building 8, Zhang's Garden, No. 588 Weihai Road, Jing'an District, Shanghai
- **Appointments:** Attendees must schedule a time slot to attend product experience/demo area. Cafe will remain open to the public. Please visit [HERE](#) to schedule today.
- *Please follow government anti Covid- 19 procedures to protect yourself*

Shanghai Zhang's Garden, once known as the "No.1 Garden on the Sea", witnessed the birth of many "No.1" in Shanghai, such as the first bicycle, the first outdoor photo studio, etc. It is a symbolic landmark recording the development of Shanghai culture. Fender, which completely reshaped music scenes with its groundbreaking innovation of the world's first mass-produced electric guitar and the first electric bass, has also become a symbol of global music culture. With the grand reopening of historic Zhang's Garden, Fender opens its pop-up and brings an immersive music culture experience into the traditional Shikumen (Stone Gate) Alley. Together, with a number of renowned international brands, Fender contributes to building a modern street with historical culture and an immersive experience. *For technical specs, additional information on new Fender® products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following*

@Fender.

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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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<https://fender.pr.co/270940-fender-and-juno-host-fender-x-juno-cafe-first-ever-interactive-pop-up-for-guitar-enthusiasts-in-zhang-s-garden/>