



FENDER® CELEBRATES HELLO KITTY'S 50TH ANNIVERSARY WITH LIMITED EDITION GUITARS, GEAR AND APPAREL

A VIBRANT COLLABORATION SHOWCASING BOLD AESTHETICS, QUALITY CRAFTSMANSHIP, AND EXCLUSIVE JAPAN-MADE PRODUCTS FOR PLAYERS EVERYWHERE

HOLLYWOOD, Calif. (November 12, 2024) — Today Fender Musical Instruments Corporation (FMIC) announces its collaboration with Sanrio®, the global lifestyle brand and home to pop icon Hello Kitty® to celebrate the iconic character's 50th anniversary. Hello Kitty is known for empowering self-expression and embracing individuality, and this collaboration transcends generations with her cute and colorful aesthetic merged with Fender's sonic innovation and brand legacy. This global collection delivers unparalleled performance and stylish flair, combining accessible price points, stunning designs, and the quality musicians expect from Fender. The collection speaks to both long-time Hello Kitty fans and new players, supporting all forms of creative self-expression.

"Hello Kitty has a global community of devoted fans, and much like Fender, has transcended generations, culture, and geography. This partnership speaks to the joy and

creativity both brands have inspired worldwide,” said Edward “Bud” Cole, President of Fender APAC. “It’s about more than just a guitar—this is about giving players a platform to express their individuality, with quality instruments, gear, clothing and collectibles that spark creativity, wherever they are.”

“As a cultural ambassador, Hello Kitty has been influencing a variety of industries, including music for 50 years,” said Craig Takiguchi, Chief Operating Officer of Sanrio®, Inc. “In today’s dynamic landscape, where music and entertainment are constantly merging and inspiring each other, Fender’s legacy, and deep connection to pop culture uniquely positions them to become an even bigger part of our fans’ lives. We’re excited to partner with Fender to give our community new, creative ways to express themselves through these iconic quality instruments and supercute accessories, continuing to bring our vision of ‘One World, Connecting Smiles’ to life on a global scale.

The Fender® x Hello Kitty 50th Anniversary Collection includes a Limited Edition Squier® Stratocaster® guitar and a Fuzz Pedal, alongside eye-catching accessories such as an electric pink instrument cable, gig bag, and a collection of unisex clothing. From Hello Kitty®-themed straps to pick tins, hoodies, tees and trucker hats, these items celebrate the spirit of creativity, inclusion and fun that defines both brands.

Available globally, the Squier® Limited Edition Hello Kitty® Stratocaster® builds on the success of the original, blending substance with style. First introduced 20 years ago, this exciting update to the now iconic Hello Kitty® Squier® features a supercute glossy finish in pink or white with signature Hello Kitty® graphics on the pickguard, headstock and body. The Fender Designed™ humbucking bridge pickup delivers powerful lead lines and smooth rhythm tones. With an ergonomic “C”-shaped neck and contoured body, this guitar ensures comfort and playability for musicians of all skill levels, making it a future cult classic for collectors and players alike. A deluxe padded gig bag with Hello Kitty stitching is also included.

Additionally, a selection of Made-in-Japan exclusive items, including the Fender® Made in Japan Limited Edition Hello Kitty® Stratocaster® guitar, cleaning cloth, strap blocks, home accessories, custom apparel, tote bag and more, will be available solely at Fender’s Japan Flagship Store in Tokyo. These unique collectibles, featuring adorable designs of Sanrio’s

signature character, “Hello Kitty” a global pop culture influencer, were created to celebrate her 50th anniversary—an icon that transcends generations and reinforces Hello Kitty and Fender’s deep global cultural presence.

The limited-edition Made in Japan Stratocaster® boasts a striking Pearl White finish with Hello Kitty’s trademark ribbon, a “C”-shaped maple neck, 9.5” radius fingerboard, and 22 narrow-tall frets. The guitar is equipped with high-gain Hybrid II Custom Voiced Single Coil pickups, providing versatile tones perfect for clean or overdriven play. Comes with a white hardshell case and certificate of authenticity, celebrating Hello Kitty’s cultural influence.

"This collaboration with Hello Kitty is a perfect blend of music and pop culture," said Justin Norvell EVP Fender Product. "The limited-edition Squier Stratocaster merges Hello Kitty’s playful design with Fender’s craftsmanship, offering a high-performing instrument that's as fun as it is functional. Our Made-in-Japan exclusives bring an extra level of artistry and attention to detail, making them standouts for both collectors and players. From the guitars to accessories like straps and fuzz pedals, this collection sparks creativity and celebrates individuality, while staying true to Fender’s legacy of quality and innovation."

The highly anticipated collaboration has returned! Celebrate Hello Kitty's 50th Anniversary with the Fender x Hello Kitty Collection, featuring the beloved Stratocaster. This special edition includes a “C”-shaped neck, a 9.5" maple fingerboard, 21 narrow tall frets, and red dot inlays. [Watch as Yoyoyoshie from Otoboke Beaver brings this supercute guitar to life in celebration of the Hello Kitty legacy.](#)

This limited-edition Fender® x Hello Kitty® collection is a celebration of creativity, inclusivity, and self-expression through music. By blending iconic design with Fender's renowned craftsmanship, this collection invites players of all levels to embrace their individuality and make bold musical statements.

High-resolution lifestyle and product images of The Fender® x Hello Kitty® collection can be found [HERE](#). Full product list below.

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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AVAILABLE GLOBALLY

Squier® Limited Edition Hello Kitty® Stratocaster® (\$499.99 USD, £419.99 GBP, €479.99 EUR, \$979.00 AUD, ¥74,800 JPY) In celebration of the 50th anniversary of Hello Kitty, this limited-edition Stratocaster® represents a riff on the original Hello Kitty model that Squier® introduced over 20 years ago, combining next-level quality and features with Hello Kitty design details for what is sure to become the next collectible cult classic. With an easy-playing “C”-shape neck and iconic contoured body, this Strat® delivers impressive playability and incredibly versatile tone courtesy of the Fender Designed™ humbucking pickup. The Hello Kitty graphic decorates the pickguard, body, and headstock. Additionally, it includes a deluxe Hello Kitty gig bag, vintage-style tuning machines, and a gloss finish, making it both a collector's item and a musician's favorite. Available in Pink and White finish.

Hello Kitty® Fuzz (\$99.99 USD, £94.99 GBP, €109.00 EUR, \$179.00 AUD, ¥11,000 JPY)

A fun-loving fuzz like no other – the Fender® x Hello Kitty® Fuzz introduces a pop of color and charm to one of the pedal world's most formative effects. Sporting an op amp-based circuit with three simple controls, this pink-clad pedal kicks your guitar into wooly, splattering gain tones with unmistakable character. Use the fuzz knob to cover a wide range of flavors from overdrive-like grit to full on ripping fuzz. Added style points come in the form of a stand-out pink finish, white Fender witch hat knobs, Japanese translated labels and, of course, Hello Kitty herself making an appearance on the front panel. Steal the spotlight with a unique tone and make new friends as they peep your pedal board to catch a look at this one-of-a-kind fuzz pedal. Available in Pink and White finish.

Fender® x Hello Kitty® Poly Strap (\$34.99 USD, £29.99 GBP, €34.99 EUR, \$55.00 AUD, ¥3,850 JPY)

Featuring Hello Kitty herself on the custom leather ends, the Fender® x Hello Kitty® Poly Strap is crafted from smooth polyester and showcases beloved Hello Kitty®-themed graphics. With its charming style and dependable performance, this strap is not just a fashion statement but a must-have accessory for any Hello Kitty fan's collection. This strap features custom Hello Kitty leather ends and is crafted from durable polyester. It is adjustable from 34 to 59 inches in length and has a 2-inch width, providing both comfort and flexibility for any musician. Available in both pink and white color options. The pink

colorway is available on Fender.com and at select retailers, while the white is exclusively available on Fender.com.

Fender® x Hello Kitty® Leather Strap (\$99.99 USD, £84.99 GBP, €99.99 EUR, \$149.00 AUD, ¥12,100 JPY)

The Fender® x Hello Kitty® Leather Strap brings a pop of fun to any setup with its bold pink stripe and Hello Kitty herself printed on the custom leather ends. Complete with silver hardware, this double-sided, premium leather strap is fully adjustable to ensure the perfect fit. Blending cute style with lasting quality, this strap is a supercute accessory for any Hello Kitty fan's collection. It is adjustable in length from 34" to 59" and has a 2" width for added durability and support.

Fender® x Hello Kitty® Vegan Leather Strap (\$49.99 USD, £84.99 GBP, €99.99 EUR, \$75.00 AUD, ¥12,100 JPY) The Fender® x Hello Kitty® Vegan Leather Strap features Hello Kitty® herself printed on soft, vegan leather. With its charming style and dependable performance, this strap isn't just stylish – it's an essential for every Hello Kitty fan. It is adjustable in length from 44.5" to 53" and has a 2.5" width for added durability and support. Available exclusively on Fender.com.

Fender® x Hello Kitty Original Cable, Hello Kitty®, Pink (\$32.99-42.99 USD, £20.99 - £33.99 GBP, €24.99 - €39.99 EUR, \$65.00 AUD, ¥2,420 JPY) Featuring a bold pink PVC jacket with Hello Kitty printed on the custom cable ends, the Fender® x Hello Kitty® instrument cable combines fun and functionality. Constructed with durable nickel-plated connectors and spiral shielding for sonic transparency, this cable delivers exceptional sonic clarity and durability. Available in 10' and 18.6' lengths, this guitar cable is crafted from durable PVC and features straight 1/4-inch connectors on both ends. The 8mm wire jacket ensures reliable and solid construction, while the 23-gauge conductor improves signal path strength. Additionally, it includes 90% OFC spiral shielding for enhanced durability and nickel-plated connectors for reliable performance.

Original 10' Woven Cable, Hello Kitty, Pink (\$37.99 USD, £24.99 GBP, €29.99 EUR, \$55.00 AUD, ¥2,640 JPY) Featuring a woven jacket with Hello Kitty printed on the custom cable ends, the Fender® x Hello Kitty® instrument cable is constructed with durable nickel-plated connectors and spiral shielding for sonic transparency. This eye-catching cable is an essential accessory for every Hello Kitty fan's music arsenal. Available in a 10' length, this

guitar cable is crafted from durable PVC and features straight 1/4-inch connectors on both ends. The 8mm wire jacket ensures reliable and solid construction, while the 23-gauge conductor improves signal path strength. Additionally, it includes 90% OFC spiral shielding for enhanced durability and nickel-plated connectors for reliable performance. Available exclusively on Fender.com.

Fender® x Hello Kitty® Electric Guitar Gig Bag (\$139.99 USD, £109.00 GBP, €129.00 EUR, \$229.00 AUD, ¥16,500 JPY) The Fender® x Hello Kitty® Electric Guitar Gig Bag is designed to stand out with Hello Kitty printed on the exterior pocket. Featuring the iconic asymmetrical Fender shape, its outer layer is constructed with durable 600 Denier polyester while the interior is filled with 20mm padding lined with soft touch microfiber to keep your instrument safe and secure. With its charming style and dependable performance, this gig bag is sure to take center stage wherever you take it! This guitar gig bag includes a protective neck rest, exterior bumpers, and a super-padded ergonomic handle with a recessed grab handle. The bag also has ergonomic air mesh backpack straps with adjustable ladder lock buckles for ultimate comfort. Additionally, the front storage pocket includes a business card window, a pocket for extra strings, a removable padded tool pouch, an elastic pick pocket, and an elastic pen loop. Available in both pink and black color options. The pink colorway is available on Fender.com and at select retailers, while the black is exclusively available on Fender.com.

Fender® x Hello Kitty® Pick Tin, 18 Pack (\$19.99 USD, £16.99 GBP, €19.99 EUR, \$29.00 AUD, ¥2,200 JPY) Featuring a collector's tin in the shape of Hello Kitty, the Fender® x Hello Kitty® Pick Tin contains 18 medium celluloid picks printed with the unmistakable logos of both brands. The printed picks feature custom Hello Kitty designs in a traditional 351 shape for a warm, round musical tone. With its charming style and reusability, this pick tin is just as functional as it is eye-catching.

Fender® x Hello Kitty® Sleeve Logo Hoodie, White (\$69.99 USD, £69.99 GBP, €79.99 EUR, \$110.00 AUD, ¥11,000 JPY) Featuring a custom graphic of Hello Kitty on the sleeve and an adorable Fender® x Hello Kitty® pink logo on the front, this hoodie is a supercute wardrobe addition. This soft washed fleece hoodie features a custom Hello Kitty design on the sleeve and is available exclusively in white. The hoodie offers premium comfort and is available in unisex sizing S to XL.

Fender® x Hello Kitty® Logo Hoodie, Black (\$69.99 USD, £69.99 GBP, €79.99 EUR, \$110.00 AUD, ¥11,000 JPY) Featuring a custom graphic of Hello Kitty on the hood and an adorable Fender® x Hello Kitty® pink logo on the front, this super cozy hoodie is a must-have for any Hello Kitty fan's collection! This soft washed fleece hoodie features a custom Hello Kitty design and is available exclusively in black. The hoodie offers premium comfort and is available in unisex sizing S to XL.

Fender® x Hello Kitty® Logo Hat, Black (\$37.99 USD, £34.99 GBP, €39.99 EUR, \$59.00 AUD, ¥6,600 JPY)

Featuring a custom graphic of Hello Kitty on the front panel of the hat. This adorable black, 6 panel, mesh back hat is the perfect accessory to elevate your outfit while expressing your love for Hello Kitty! This 6-panel mesh-back hat features a custom Hello Kitty design on a sublimated patch, with pink stitching on the front of the visor. The hat includes an adjustable strap for easy sizing and is available in black only. The sizing is one-size-fits-most.

Fender® x Hello Kitty® Sleeve Hit Logo Tee, White (\$32.99 USD, £29.99 GBP, €34.99 EUR, \$49.00 AUD, ¥5,500 JPY) Featuring a custom graphic of Hello Kitty with an adorable Fender® x Hello Kitty® black logo on the sleeve, this tee is the perfect way to level up a classic t-shirt. is not just a fashion statement but a must-have for any Hello Kitty fan's collection! This soft spun cotton tee features a custom "Hello Kitty" design and is offered in white only. Available in unisex sizing S-XL.

Fender® x Hello Kitty® Back Logo Tee, Black (\$34.99 USD, £29.99 GBP, €34.99 EUR, \$55.00 AUD, ¥5,500 JPY) Featuring a custom graphic of Hello Kitty on the back and an adorable pink Fender® x Hello Kitty® logo on the front this tee is a supercute must-have for any Hello Kitty fan's collection. The soft spun cotton tee features a custom Hello Kitty design and is offered in black only. Available in unisex sizing S-XL.

Fender® x Hello Kitty® Front Logo Tee (\$32.99 USD, £29.99 GBP, €34.99 EUR, \$49.00 AUD, ¥5,500 JPY) Featuring a custom graphic of Hello Kitty with an adorable Fender® x Hello Kitty® white logo this tee is a stylish addition to any Hello Kitty fan's wardrobe! The soft spun cotton tee features a custom Hello Kitty design and is available in black at both

retailers and Fender.com, while the pink version is offered exclusively on Fender.com. Available in unisex sizing S-XL.

EXCLUSIVE TO FENDER FLAGSHIP TOKYO AND FENDER OFFICIAL ONLINE STORE IN JAPAN

The Made in Japan collection is a special combination of Hello Kitty's supercute aesthetic and Fender's music-based lifestyle with a uniquely Tokyo essence.

Made in Japan Fender® Limited Edition Hello Kitty® Stratocaster® (¥330,000 JPY) The made in Japan limited Hello Kitty Stratocaster® is a guitar filled with the bold and vibrant charm of Sanrio's signature character Hello Kitty - a global pop culture influencer. This unique and lovable limited model was created to celebrate the 50th anniversary of this icon that transcends generations. Five apples tall and weighing three apples, Hello Kitty was born in London and her best friend is her twin sister, Mimmy. With Hello Kitty's trademark bow covering the body finished in luxurious Pearl White, along with the ribbon inlay on the 12th fret of the fingerboard, this special Stratocaster® appeals to all Hello Kitty fans around the globe. The Stratocaster® features a gloss-finished alder body and a "C" shape maple neck with a 9.5" radius fingerboard and 22 narrow-tall frets. Equipped with high gain Hybrid II Custom Voiced Single Coil Stratocaster® pickups, this guitar is a great all-around performer, not only for its rich Fender tone when played clean, but also for its great compatibility with an overdrive/distortion pedal. The guitar comes with a neckplate engraved with a Hello Kitty logo. Original white hardshell case with Hello Kitty printed in the center, and a certificate of authenticity included.

Fender® x Hello Kitty® Tokyo Hoodie (¥13,200 JPY) The Fender® x Hello Kitty® Tokyo Hoodie, features a custom graphic of Hello Kitty holding a guitar, takes casual style to the next level. The pink drawstring and Fender Tokyo logo on the hood are also key features. This fleece hoodie featuring a custom Hello Kitty design is available exclusively in black and in unisex sizing S to XXL.

Fender® x Hello Kitty® Tokyo Tee (¥5,500 JPY) The Fender® x Hello Kitty® Tokyo Tee features a custom graphic of Hello Kitty holding a guitar. It's practical as an inner layer during cold weather, and the Fender Tokyo logo printed on the neck is a standout detail. This 100% cotton tee featuring a custom Hello Kitty design is available exclusively in black and in unisex sizing S to XXL.

Fender® x Hello Kitty® Tokyo Pick Tee (¥5,500 JPY) The Fender® x Hello Kitty® Tokyo Pick Tee features a custom graphic of Hello Kitty's iconic bow design on a guitar pick. The Hello Kitty logo is also printed on the neck, adding a unique touch. This 100% cotton tee featuring a custom Hello Kitty design is available exclusively in black and white and in unisex sizing S to XXL.

Fender® x Hello Kitty® Tokyo Circle Tee (¥7,700 JPY) The Fender® x Hello Kitty® Tokyo Circle Tee is a simple T-shirt featuring a custom graphic of Hello Kitty holding a guitar on the left chest. The design has a subtle Japanese aesthetic. This 100% cotton tee featuring a custom Hello Kitty design is available exclusively in white and in unisex sizing S to XXL.

Fender® x Hello Kitty Tokyo Limited Ring Notebook (¥1,100 JPY) The Fender® x Hello Kitty Tokyo Limited Ring Notebook features a custom design of Hello Kitty holding a guitar and is printed in red foil on the cover in Fender's iconic colors such as Shell Pink, Surf Green, and standard Black, which are also used for their iconic belts. The notebook is A5 (210 x148mm) size with rings for a comfortable feel of use. The hard covers are durable to bear with a rough use in a bag of guitar players, students, and any kind of fans who love music and Hello Kitty. The pages consist of 70 sheets total, 35 sheets of 5mm ruled and 35 sheets of 5mm squares and is made in Japan.

Fender® x Hello Kitty Tokyo Limited Patch Tote Bag (¥5,500 JPY) The Fender® x Hello Kitty Tokyo Limited Patch Tote Bag features a custom design of Hello Kitty holding a guitar, embroidered alongside the Fender logo on durable 16oz cotton canvas with an interior water-repellent coating. The bag size is perfect for daily use, carrying items like guitar accessories or a 15" laptop, making it suitable for any occasion, whether in the city or out in nature. Two small pockets provide instant access to a smartphone and other small items. Both the handle and bottom part are red to match Hello Kitty's signature style. Dimensions - Bag: W420mm x H280mm x D130mm, Pocket: (Exterior) W170mm x H150mm (Interior) W200mm x H110mm.

Fender® x Hello Kitty Tokyo Limited Mug (¥2,530 JPY) Fender® x Hello Kitty Tokyo Limited Mug features a custom design of Hello Kitty holding a guitar and is printed along with the Fender logo on the mug's body. It is designed to be microwave-safe and useful for storage with its stackable design. The 310ml size is perfect for coffee, tea, and any kind of

beverage. Available in black and red to match the Hello Kitty's signature style and made in Japan.

Fender® x Hello Kitty Tokyo Limited PVC Case (¥1,430 JPY) The Fender® x Hello Kitty Tokyo Limited PVC Case is a small pouch featuring easy-to-snap buttons on the back. It's perfect for carrying small items such as guitar picks, coins, cards, and more. The pouch also includes a carabiner to attach to a bag or belt loop. The Fender logo, along with Hello Kitty's tie, is printed on the semi-transparent PVC material, which also features an iconic Hello Kitty design. The size is W115mm x H70mm.

Fender® x Hello Kitty Tokyo Limited Masking Tape (¥715 JPY) The Fender® x Hello Kitty Tokyo Limited Masking Tape is available in three colors including pink, red and yellow with each one featuring an iconic Hello Kitty design and Fender inspired musical elements in its design. Made in Japan, the tape width is 15mm for handy use in daily life.

Fender® x Hello Kitty Tokyo Limited Cleaning Cloth (¥1,540 JPY) The Fender® x Hello Kitty Tokyo Limited Cleaning Cloth features a Hello Kitty at the corner holding a guitar embroidered with the Fender logo. The microfiber cloth is made of smooth nylon and polyester fabric, the same material used at Fender Flagship Tokyo for professional grade guitar care. Available in pink and black.

Fender® x Hello Kitty Tokyo Limited Strap Blocks (¥1,980 JPY) The Fender® x Hello Kitty Tokyo Limited Strap Blocks feature Hello Kitty's iconic tie design and help secure the guitar more tightly to the strap. These strap blocks are attached to the guitar's strap pins over the strap ends, making it much less likely for the strap to accidentally come off. Made of silicone, the strap blocks are easy to put on and add a distinctive look when playing the guitar.

Fender® x Hello Kitty Tokyo Limited Socks (¥3,300 JPY) The Fender® x Hello Kitty Tokyo Limited Socks feature a custom design of Hello Kitty holding a guitar, alongside the Fender logo, on 100% cotton. Available in sizes 23-25 cm and 25-27cm and made in Japan.

FENDER US MEDIA CONTACT:

Alex Velasquez

FENDER JAPAN MEDIA CONTACT:

Mika Hamaki

mhamaki@fender.com

ABOUT SANRIO®:

Sanrio® is the global lifestyle brand best known for Hello Kitty® who was created in 1974, and home to many other beloved character brands such as My Melody™, Kuromi™, LittleTwinStars™, Cinnamoroll™, Pompompurin™, gudetama™, Aggretsuko™, Chococat™, Badtz-Maru™ and Keroppi™. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit www.sanrio.com and follow @sanrio and @hellokitty on Facebook, Instagram, Twitter, TikTok, Pinterest and subscribe to the Hello Kitty and Friends YouTube Channel.

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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

Fender Musical Instruments Corporation
press@fender.com

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