



FENDER SET TO OPEN ITS FIRST-EVER FLAGSHIP STORE IN TOKYO, JAPAN— COMING SUMMER 2023

TOKYO, Japan (February 28, 2023) — Fender Musical Instruments Corporation (FMIC) and Fender Music Corporation Japan (FMCJ) today announce 'Fender Flagship Tokyo,' the brand's first-ever flagship retail space in the company's 77-year history. Opening Summer 2023, the flagship store is designed to give experienced and aspiring players a completely new progressive and contemporary shopping experience. Located in the heart of the Harajuku/Omotesando district, a luxury high-end fashion and travel destination, 'Fender Flagship Tokyo' will occupy a massive retail space spanning over 4-floors in "The Ice Cubes," one of the most prominent commercial retail buildings in Harajuku.

"Our founder, Leo Fender, believed that 'artists are angels' and his vision was to 'give artists wings to fly,'" said Andy Mooney, FMIC CEO. "FMIC is dedicated to fostering a love for music through innovative products and initiatives. The Fender Play Foundation® provides guitars and educational resources to schools, inspiring the next generation of musicians, and the Fender Play® app makes learning the guitar accessible and enjoyable for everyone, regardless of gender, genre or location. We are committed to investing in resources designed to bring the joy of music to players of all levels. Fender Flagship Tokyo combines a state-of-the-art music experience with the latest in innovative merchandising

marking a crucial step in our initiative to become a larger and more valuable part of the player experience, synergistic with our nationwide dealers.”

"Our relationship with Japan runs more than 40 years strong and we are very excited for this next chapter as we continue to support players at every stage of their musical journey," said Edward "Bud" Cole, FMIC President, Asia Pacific Region. "Japan is the perfect location to showcase Fender's rich history and tradition, especially in an area like Harajuku/Omoteshando that embodies all aspects of trendsetting fashion and lifestyle. As a leader in today's music market, we are proud to offer tailored products, services, and marketing to meet the needs of modern players and elevate the Fender® brand globally."

Fender Flagship Tokyo will offer the full catalog of Fender® products including electric guitars and basses, acoustic guitars, amplifiers, and pedals. Visitors will also be able to acquire the latest in Fender's Artist Signature series, shop new lifestyle accessories, have direct access to place Fender Custom Shop™ orders and more. This store will become more than a place to purchase gear. It will offer a variety of services catering to every player's needs, from professionals and collectors to beginners as well as non-players, the trend conscious youth generation, families with children and those seeking luxurious high-end shopping. Fender Flagship Tokyo invites all to experience a completely new musical adventure.

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

High-resolution images of the flagship store can be found [HERE](#).

For technical specs and additional information on new Fender products, 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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