

Fender And Pokémon Center Join Forces To Celebrate Pokémon 30th Anniversary With Two Special Edition Made In Japan Fender Electric Guitars

Fender and Pokémon Bring the Iconic Red and Green Games to Life Through Two Collectible Made in Japan Electric Guitars Featuring Innovative 8-Bit Sound System

TOKYO, JAPAN (October 30, 2026) — In celebration of Pokémon 30th anniversary, Pokémon Center Co., Ltd., the company behind the official Pokémon stores and Fender Music Corporation Japan today announce two special Made in Japan Fender electric guitars inspired by the original Pokémon Red and Green games. The collection features the Pokémon “Red Version” Stratocaster® and “Green Version” Telecaster®, available in Japan through a lottery-based sales program on Pokémon Center Online. Applications open November 19, 2026. For other regions, please check their respective official websites.

Combining the imaginative world of Pokémon with Fender's eight decades of guitar-making expertise, this special collection celebrates a remarkable milestone while opening up new possibilities for musical creativity.

First released in Japan in 1996 for the video game, Pokémon Red Version and Green Version introduced players to an unforgettable world of adventure that has captivated generations around the globe. Now, that iconic world comes to life in an entirely new way through two of Fender's most celebrated instruments: the Stratocaster and Telecaster guitar.

Inspired by the original games, the collection features bold pixel-art graphics that capture the nostalgic charm of Pokémon Red Version and Green Version, alongside specially developed pickups tailored to the sonic character of each guitar. Both models also feature the innovative “8-BitSound System,” activated by pressing the volume knob to add distinctive 8-bit sounds to the guitar's natural tone. This unique feature allows players to

experience the world of Pokémon not only through the instruments' visual design, but also through the music they create.

“For 80 years, Fender has helped generations express themselves through music, while Pokémon has inspired creativity and imagination around the world,” said Giorgio Guerrini, President, Fender Asia Pacific. “Bringing these two iconic brands together is a natural celebration of that shared spirit. We're excited to give Pokémon fans and musicians a new way to experience the games they love through the power of music.”

Bringing the World of Pokémon Red Version and Green Version to Life Through Guitar Design

The two models draw inspiration from the original Pokémon Red Version and Green Version games released in 1996, translating their distinctive visual identities into the design of Fender's iconic electric guitars. Each instrument features bold pixel-art graphics across the body, bringing the familiar imagery of the original games onto a new creative canvas. Both models also feature specially designed pickguards inspired by pixel-art graphics, with a fluorescent-like visual effect when viewed from different angles. Additional commemorative details include a custom neck plate engraved with a specially created 30th anniversary pixel-art logo, an exclusively illustrated certificate of authenticity and a dedicated hard case.

Each guitar also includes a collectible pick tin containing 11 picks: ten featuring Pokémon pixel-art designs and one commemorating Pokémon 30th anniversary.

The “8-Bit Sound System”: Where Classic Game Sounds Meet Electric Guitar

One of the collection's most distinctive features is the “8-Bit Sound System,” incorporated into both models. Activated by pressing the volume knob, the system adds 8-bit sounds to the guitar's natural output, blending electronic tones reminiscent of the background music from the original video games with the sound of an electric guitar to create a unique tone unlike that of a conventional guitar. The feature brings the nostalgic sounds of classic video games into a contemporary musical setting, offering players a new way to explore creative sounds and musical expression.

A demonstration of the “8-Bit Sound System” can be seen [HERE](#).

Custom Pickups Designed to Complement Each Guitar's Unique Character

Both models are equipped with specially developed single-coil pickups, individually designed to complement the distinctive tonal characteristics of each instrument.

The Made in Japan Pokémon “Red Version” Stratocaster® features custom-designed Pokémon “Red Version” Stratocaster® Single Coil pickups. Their high-output design delivers a powerful, focused tone with rich output, preserving the expressive versatility associated with the Stratocaster while accommodating contemporary playing styles.

The Made in Japan Pokémon “Green Version” Telecaster® is equipped with custom-designed Pokémon “Green Version” Telecaster® Single Coil pickups. Offering balanced output, clarity and a defined tonal character, these pickups retain the crisp high-end response associated with the Telecaster, allowing players to articulate even subtle nuances in their performance.

While the two guitars share a common creative concept and the exclusive 8-Bit Sound System, each offers its own distinctive sonic personality to suit different playing styles.

Availability

Both guitars will be available through Pokémon Center Online via a lottery-based sales program. Applications will be accepted from November 19 at 12:00 p.m. JST through November 24 at 4:59 p.m. JST. Further details, including the announcement of lottery results, will be provided on Pokémon Center Online at a later date. Please note that shipping is available within Japan only; for other regions, please check their respective official websites.

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Made in Japan Pokémon “Red Version” Stratocaster® (MSRP:¥396,000 JPY tax included) Celebrating Pokémon 30th anniversary, the Made in Japan Pokémon “Red Version” Stratocaster® brings the world of the original 1996 game Pokémon Red to life through Fender's iconic Stratocaster®. Bold pixel-art body graphics and a specially designed pickguard with a fluorescent-like visual effect blend nostalgic charm with a striking modern aesthetic. Equipped with custom-developed Pokémon “Red Version” Stratocaster® Single Coil pickups, the guitar delivers a powerful, focused tone with high output, ideal for contemporary playing styles. Its innovative “8-Bit Sound System,” activated by pressing the volume knob, adds nostalgic 8-bit sounds to the guitar's natural tone, creating a unique musical experience inspired by the original Game era.

A custom neck plate featuring an exclusive Pokémon 30th anniversary pixel-art logo, a specially illustrated certificate of authenticity and a dedicated hard case complete this commemorative model, combining Fender craftsmanship with the playful spirit of Pokémon.

Made in Japan Pokémon “Green Version” Telecaster® (MSRP:¥396,000 JPY tax included)

Celebrating Pokémon's 30th anniversary, the Made in Japan Pokémon “Green Version” Telecaster® brings the world of the original 1996 game Pokémon Green to life through Fender's iconic Telecaster®. Bold pixel-art body graphics and a specially designed pickguard with a fluorescent-like visual effect blend nostalgic charm with a striking modern aesthetic. Equipped with custom-developed Pokémon “Green Version” Telecaster® Single Coil pickups, the guitar delivers balanced output, clear articulation and the crisp highs characteristic of a Telecaster®, capturing every nuance of the player's performance. Its innovative “8-Bit Sound System,” activated by pressing the volume knob, adds nostalgic 8-bit sounds to the guitar's natural tone, creating a unique musical experience inspired by the original era. A custom neck plate featuring an exclusive Pokémon 30th anniversary pixel-

art logo, a specially illustrated certificate of authenticity and a dedicated hard case complete this commemorative model, combining Fender craftsmanship with the playful spirit of Pokémon.

ABOUT FENDER

Fender has been at the center of music and culture since 1946. As the world's leading guitar, bass and amplifier brand, Fender has shaped the sound of modern music, creating instruments that have become part of defining moments in music and culture. Today, Fender Musical Instruments Corporation (FMIC) designs, manufactures and delivers instruments, amplifiers, effects, accessories, pro audio and digital products and experiences for players around the world. FMIC's portfolio of owned and licensed brands includes Fender®, Squier®, Fender Custom Shop, Fender Studio®, Jackson®, Gretsch® guitars, EVH®, Charvel®, Bigsby® and PreSonus®. Guided by a player-centric approach, Fender continues to combine craftsmanship, innovation and technology to support musicians throughout their creative journey — from learning and playing to performing, recording and creating. For more information visit, www.fender.com.

CONTACT DETAILS

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<https://www.fender.com/newsroom/273995-fender-and-pokemon-center-join-forces-to-celebrate-pokemon-30th-anniversary-with-two-special-edition-made-in-japan-fender-electric-gui/>