

The Fender logo, featuring the word "Fender" in a stylized, handwritten-style script with a registered trademark symbol (®) at the end.The "F IS FOR FENDER" logo, featuring a large, stylized outline of the letter "F" followed by the words "IS FOR" in a smaller, bold, sans-serif font, and "FENDER" in a larger, bold, sans-serif font below it.

FENDER LAUNCHES OFFICIAL ONLINE STORE FOR THE BRAND'S FIRST-EVER FASHION LINE "F IS FOR FENDER®" SPRING/SUMMER 2025 COLLECTION NOW UNVEILED

FREE SHIPPING & STICKER GIVEAWAY CAMPAIGN TO CELEBRATE THE LAUNCH

TOKYO, JAPAN. (APRIL 3, 2025) — Fender Music Corporation Japan (FMCJ) is proud to announce the launch of F IS FOR FENDER official online store, the brand's first-ever original fashion line. Previously available exclusively at FENDER FLAGSHIP TOKYO, Fender fans and fashion lovers across Japan can now get their hands on the highly coveted apparel line through the official online store. Alongside the store launch, the brand has also unveiled its *Spring/Summer 2025 collection*, featuring new pieces that reflect Fender's iconic musical heritage.

Launched in 2023 alongside the opening of *FENDER FLAGSHIP TOKYO*—Fender's first and only flagship store worldwide—*F IS FOR FENDER* is designed with the concept: *Wear the Music*. Every piece is made domestically in Japan and features premium materials, refined tailoring, and timeless silhouettes that fuse minimalism with unmistakable rock attitude. This

season's lineup includes shirts, jackets, innerwear, bags, and more, offering a wide range of elevated essentials that bridge fashion and music culture.

The Spring/Summer 2025 collection draws inspiration from iconic Fender guitars such as the Stratocaster® and Telecaster®. From graphic motifs to detailed patterns, each design captures the spirit of music and the energy of rock that Fender has embodied through the decades.

LAUNCH CELEBRATION FREE SHIPPING & STICKER GIVEAWAY

To celebrate the online store launch, all purchases made during the opening campaign period will receive free shipping and an original F IS FOR FENDER logo sticker.

- Campaign Period: April 3 (Thu) - April 30 (Wed), 2025
- Available within Japan only. (International shipping is not available.)

High-resolution images of F IS FOR FENDER can be found [HERE](#).

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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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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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COPY LINK

<https://qa.fendergarage.com/newsroom/272030-fender-launches-official-online-store-for-the-brand-s-first-ever-fashion-line-f-is-for-fender-spring-summer-2025-collection-now-unveil/>