



Hypebeast unveils Fender® x Hypebeast Stratocaster

(OCTOBER 9, 2020) — Hypebeast today announces the launch of the Fender HYPEBEAST Stratocaster®, presented in collaboration with Fender®, the iconic global guitar brand.

Hypebeast shares strong bonds with a global network of content creators, and is dedicated to maintaining close interaction with established musicians across genres, as well as discovering emerging talent and bringing that to Hypebeast's cultural realm. Constantly inspired by such meaningful connections, Hypebeast is thrilled to be joining hands with Fender to present a vintage-style guitar in Hypebeast's signature navy color.

"Fender has always been closely connected to musical culture since its founding in 1946. Similarly, Hypebeast is one of the most influential online media in lifestyle and culture. Through this collaboration, we're looking forward to bringing music closer to other cultural realms, as we share a passion for music amongst a generation immersed in fashion and lifestyle," said Edward Cole President of APAC, Fender.

The model is based on the globally acclaimed Made in Japan Stratocaster featuring a 9.5" radius and 22 Medium Jumbo frets, delivering a sophisticated playability with modern feel optimal for any musical genres and playing style. The guitar, painted in Hypebeast's

signature navy color from top to bottom - including the fingerboard and headstock - is sure to catch the attention of any culture-sensitive player.

This special edition guitar is available exclusively in limited quantities via Fender.com in the Japan, US and UK regions, as well as [HBX](#), Hypebeast's ecommerce store. To read full specifications, please visit [fender.com](#) for more information. Product images can be accessed [here](#) and video assets available [here](#).

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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FENDER HYPEBEAST STRATOCASTER® - \$1,600 USD, 160,000 ¥ JPY, 1,349 £ GBP: The Hypebeast Stratocaster® embodies a vintage-style sound with a sleek, fresh look. Covered in Hypebeast's signature navy from neck to body, this guitar features a "U" shaped neck, 3 x Vintage-Style Single-Coil Strat® pickups, a 5 position blade and medium jumbo frets. This guitar delivers effortless playability, classic Strat® tone with an extraordinary aesthetic.

ABOUT HYPEBEAST LTD.:

Since 2005, Hypebeast has been transforming fashion and culture, and expanded into a world-leading, multi-faceted media company today. Standing at the forefront, Hypebeast uncovers the latest emerging trends, creating a lifestyle universe through highly-curated content and various product offerings that inspires, educates, and connects a global audience. With a total reach of over 40.5M users across all platforms, the group comprised three major business divisions – digital media, including online editorial and social media platforms Hypebeast and Hypebae; in-house, full-service creative production agency Hypemaker; and e-commerce retail store HBX. The group's divisions aim to dictate and represent global culture spanning across all age and gender demographics.

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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

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