FOR IMMEDIATE RELEASE

ANNOUNCING FENDER EXPERIENCE 2025
FINAL ARTIST LINEUP AND STAGE SCHEDULE

FEATURING GENRE DEFYING ARTISTS INCLUDING KOJI KIKKAWA, MICHIYA HARUHATA, KEN, KOSUKE SAITO, AND SAYAKA YAMAMOTO

TOKYO, JAPAN. (August 26, 2025) — Fender Music Corporation Japan (FMCJ) announces additional details for the Fender experiential event, Fender® Experience 2025, scheduled to take place from October 11 to 13 in the Harajuku and Omotesando districts in the heart of Tokyo. The latest information includes the final lineup of performing artists, stage schedule, and event details, as well as application methods for the Fender Custom Shop master builders' special custom order sessions.

Furthermore, ballot applications for the artist stages will finally begin August 27 via Ticket Pia.

FINAL ARTIST LINEUP REVEALED

Artist event – MEET THE MASTER BUILDERS
Guitar and bass enthusiasts will have the rare opportunity to witness artists share their passions and place custom orders for their dream instruments with Fender Custom Shop master builders in the 'MEET THE MASTER BUILDERS' public event.

Newly joining the event will be Koji Kikkawa, who has been at the forefront of Japan's rock scene for nearly 40 years since his debut, captivating audiences with his powerful vocals and overwhelming performances, and Sayaka Yamamoto, who continues to shine as a singer-songwriter after her time as an idol, garnering a wide range of fans with her diverse musicality and solid playing skills. Don't miss this once-in-a-lifetime opportunity to watch the collaborations between celebrated artists and master builders in creating the ultimate instrument, tailored to each artist's unique musical vision and playing style.



Koji Kikkawa



Sayaka Yamamoto

Artist talk show

Hear artists who love Fender guitars and basses talk about their musical careers, journeys as artists and band members, passion for their instruments, and the appeal of their favorite models in in-depth talk sessions and workshops.

Two of Japan's most prolific guitarists, **Michiya Haruhata** (TUBE) and **Ken** (L'Arc-en-Ciel), who both use the Fender Acoustasonic in their stage performances, will share their insights and musical perspectives on a talk show on this popular series that blends electric and acoustic guitars.

In addition, singer-songwriter and guitarist **Rei,** whose exceptional guitar playing has captivated music fans and who has released a highly acclaimed made-in-Japan signature guitar, will be joining the talk show on Fender's highly regarded Made in Japan guitars. This stage will also host the award ceremony for the 'Fender Guitar Design Contest,' a Fender Experience 2025 exclusive event.

Furthermore, **Kazuki**, known for his YouTube channel 'かずき / ギターのある暮らし' and a successful guitar instruction book under his belt, will join the stage introducing Fender's new products.



Michiya Haruhata
(TUBE)



Ken
(L'Arc-en-Ciel)



Rei



Kazuki

Live performances & Talk sessions
A special stage offering exhilarating performances featuring diverse artists across genres and generations who are also active in different fields. These stages will feature live performances with talk sessions, delivering unique content that can only be experienced at Fender Experience 2025.

We are excited to announce that **Kosuke Saito** (UNISON SQUARE GARDEN / TenTwenty) will be featured in a special talk session on the stage. In addition, Kosuke will join forces with **Souichiro Yamauchi**'s Fender Special Band, along with **Takashi Kato** (Tokyo Ska Paradise Orchestra), to deliver a one-of-a-kind session stage. This extraordinary performance will bring together a stellar lineup of artists across genres for an unforgettable musical experience.



Kosuke Saito
(UNISON SQUARE GARDEN / TenTwenty)



Souichiro Yamauchi



Takashi Kato
(Tokyo Ska Paradise Orchestra)

Moreover, self-described "exotic rock band" **NEE,** who have gained attention for their unique sound and energetic live performances, will also perform live at Fender Experience 2025!



NEE

Also not to be missed, **Shota Takagi** and **Yuta Ikeda** from BREIMEN will be participating in Reiwa Romance's live stage! With their genre-defying musicality and formidable stage performances, they complete a distinctive lineup that is sure to make for an unforgettable special session.



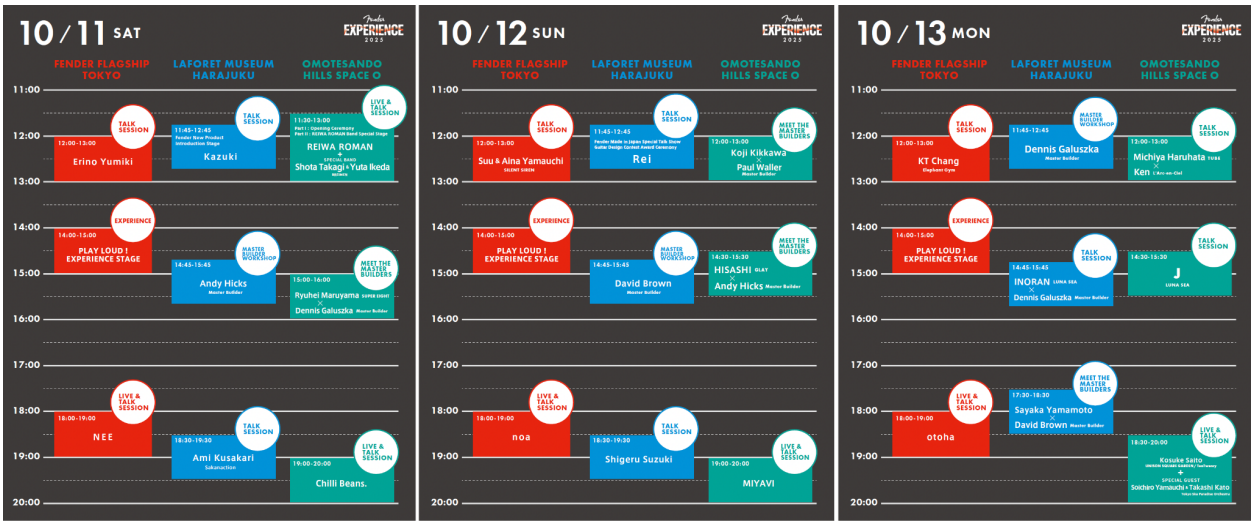
Reiwa Roman



Shota Takagi & Yuta Ikeda
(BREIMEN)

STAGE SCHEDULE AND TICKETS BALLOT REGISTRATION STARTING!

The stage schedule, including the performance dates and times for each artist, has been announced. For details, please visit the official website. *Performers and content are subject to change without notice.



Admission Information:

Admission to Fender Experience 2025 is free. You can enter the venue without a reservation. However, a viewing ticket (free) will be required for artist performance stages. For tickets, please apply during the application period following the steps below.

Stage Ballot Application:

Application for artist performance stage tickets will be available through Ticket Pia. The venue will be emptied after every stage, and a separate ticket is required for each stage.

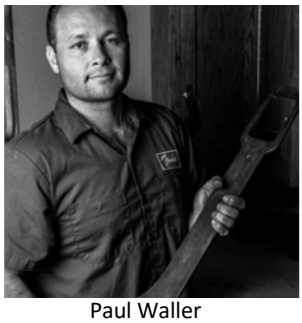
- Event Name: Fender Experience 2025
- Ticket Pia Link: https://pia.jp/v/fex25cinv-en/
- Application Period: August 27, 2025, 6:00 P.M. – September 9, 2025, 11:59 P.M.
- Results Announcement: Scheduled for September 12, 2025
- Contact: HOT STUFF PROMOTION +81-(0)50-5211-6077 (Weekdays 12:00–18:00 JST)

*A separate electronic ticket is required for every stage featuring an artist performance.
*Please present your electronic ticket to staff upon entry.
*Each person may apply for up to two tickets per stage (applications for multiple performances are allowed).
*Tickets are valid only for the specific stage session you win in the lottery.
*Ticket issuance fees and related charges will be borne by the customer.
*Entry will be organized in numerical order according to the serial number printed on each ticket. Please refrain from lining up before the designated entry time, as it may cause inconvenience to the neighbourhood. Queue management will begin approximately one hour prior to each stage.
*Artist performance times and timetables are subject to change without notice.
*Admission tickets will not be distributed for exhibition areas outside of artist stages. However, please note that entry may be restricted once venue capacity is reached.
*For performances requiring a ticket, re-entry will not be allowed.

MASTER BUILDER CUSTOM ORDER SESSIONS NOW OPEN FOR APPLICATIONS!

As a Fender Experience 2025 special event, four master builders from the Fender Custom Shop—Paul Waller, Dennis Galuszka, David Brown, and Andy Hicks—will visit Japan to host unique custom order sessions. This exclusive, by reservation-only private event will allow participants to directly converse with the master builders to create the ultimate guitar, specifically tailored to your liking, from the wood selection to the specifications and finish. This is a once-in-a-lifetime opportunity to design your dream instrument.

- Event Location: Fender Flagship Tokyo 3F
- Application Period: August 26, 2025 – September 8, 2025
- Application Method: Please apply via the dedicated form on the Fender Experience 2025 special website - Links: Japanese (HERE) / English (HERE)
- Results Announcement: Selected participants will be notified by email from September 12
- Special gift: Participants who make a purchase at this event will receive a special gift.



Paul Waller
Senior Master Bilder



Dennis Galuszka
Senior Master Bilder



David Brown
Master Bilder



Andy Hicks
Master Bilder

*Limited to one person per session. Only selected participants will be contacted by Fender Flagship Tokyo.
*A pre-order consultation will be conducted by a representative from the Fender Flagship Tokyo prior to the event.
*Cancellations on the day of the event will not be accepted.

Fender Experience 2025 Event Details:

- **Title:** Fender Experience 2025
- **Dates:** Saturday, October 11, 2025 – Monday, October 13, 2025
- **Venues:**
    - **Omotesando Hills SPACE O** (Main building B3F, 4-12-10 Jingumae, Shibuya-ku, Tokyo)
    - **Laforet Museum Harajuku** (6F Laforet Harajuku, 1-11-6 Jingumae, Shibuya-ku, Tokyo)
    - **Fender Flagship Tokyo** (1-8-10 Jingumae, Shibuya-ku, Tokyo)

- **Admission:** Free (Please note that some events and activities may require tickets and/or reservations in advance. *System usage fees, ticketing fees, and other charges may apply when ordering tickets or placing reservations. Other fees may apply.)*
- ***Official Website & Social Media:***
    - Website: https://jp.fender.com
    - Instagram: @fender_jp
    - X: @Fender_Official
    - Facebook: @fender.jp
    - TikTok: @fender_jp

High-resolution images can be found 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.

Participants attend and participate in the events described herein entirely at their own risk. Fender Music Corporation Japan, the event organizer, for itself and on behalf of its parent, subsidiary, and affiliate entities, hereby expressly disclaims, to the maximum extent permissible by law, any and all liability arising out of or related to any participants' attendance at or participation in the events described herein. Further, the schedule, details, locations, and fees associated with the events described herein are subject to change or cancellation at any time in Fender Music Corporation Japan's sole discretion, with or without notice.

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FENDER® EXPERIENCE 2025

Celebrating music, creativity, and human connection, FENDER® EXPERIENCE 2025 will take place across Harajuku and Omotesando from Saturday, October 11 to Monday, October 13, 2025. Curated and produced exclusively by Fender, this immersive event goes beyond a simple exhibition or live concert. It is a unique gathering where artists, fans, and aspiring players who share a love for music and the guitar/bass come together to connect, exchange passion, and experience the community that only Fender can bring to life. Over three days, three iconic venues in Harajuku and Omotesando will host powerful live performances, interactive workshops, and rare opportunities to get hands-on with some of the world's finest guitars and basses. Building on the excitement of the Fender® Custom Shop Experience, which has showcased the pinnacle of craftsmanship in past years, FENDER® EXPERIENCE 2025 expands the scale and vision to present the full breadth of the Fender brand. Set against the backdrop of Harajuku and Omotesando—where fashion and creativity intersect—this celebration will ignite a new movement in music, offering an unforgettable experience that unites players and fans across the globe.

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.

FENDER JAPAN MEDIA CONTACT:

Mika Hamaki
JP_PR@fender.com
+81-70-1477-3790

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