

MENSBOOK

FOR FENDER FANS, THE HUTTON HOTEL OFFERS A PREMIUM SERVICE

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Fender's latest partnership pairs musicians staying at the Hutton Hotel with the perfect instrument.

It's not often you get to strum on one of the world's greatest guitars, but at the Hutton Hotel in Nashville, it's an amenity for all.

The "Fender Play In-Room Experience" allows guests to reserved a selection of guitars, basses and ukeles for a fun riff session in their own room. No matter your level of play proficiency, seasoned or beginner, the service comes complete with a preloaded iPad of lessons and some of music's greatest tunes. Videos featured on the iPad are also available via app to play on the Fender Play app anywhere.

The curriculum—created with professors and pro players from USC, UCLA, Musicians Institute and Berklee College of Music—is comprehensive, visual, intuitive and easy-to-follow.

"When we built Fender Play our goal was to make learning accessible, and through the Fender Play In-Room Experience we're able to help musicians of all levels progress on their musical journey," said Evan Jones, Chief Marketing Officer, Fender Musical Instruments Corporation. "We are excited to launch this first-of-its-kind offering with Fender Play and Hutton Hotel in Nashville—the Music City."

Guests can reserve the Fender Play In-Room Experience ahead of their stay through reservations, on-site at the hotel's front desk or by booking the "Fender Play & Stay" package, which includes daily breakfast for two at the hotel's Mane & Rye Dinerant, the Fender Play In-Room Experience and a complimentary three-month Fender Play trial.

But the most important selling point? The experience is a free amenity that you can enjoy in the comfort of your own room at the Hutton Hotel.