

SPIRITS P.16
 WATCHES P.18
 BEST OF THE BEST P.20
 FOOTWEAR P.22
 AUCTIONS P.24
 GA RECOMMENDS P.26

Effects

NEW + COOL GUITAR

ROYAL FAMILY

FODERA IMPERIAL CUSTOM

{ BY RICHARD BIENSTOCK }

VINNY FODERA AND JOEY LAURICELLA started Fodera Guitars in Brooklyn in 1983. But for more than three decades since they began building instruments, their small shop has grown to become, despite the instrument referenced in the company's name, one of the most renowned brands in custom bass design.

The irony isn't lost on Fodera. "For some reason I'll never really know, in the early days we attracted more bass players than guitar players to our shop asking for custom instruments," he says today. "And it exponentially grew from there." But, he adds, "from day one, we've also been building guitars—I play guitar, and our very first instrument, serial number 001, was a guitar. So they've always been a big part of what we do."

Guitars are taking a more central role in the Fodera story with the company's introduction of two new models: the snappy, single-coil-loaded Emperor and the luxurious single-cutaway, dual humbucker-equipped Imperial. The latter guitar is offered in two versions: Deluxe, with a choice of tonewoods and other features, and a top-of-the-line Custom that "allows customers a great range of customization," says Jason DeSalvo, Fodera's third partner. "They can choose any top wood we offer, or any different humbucker that can fit into our pickup rout.

