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Magnatone Announces Official Merchandise Store at 2026 NAMM Show

ST. LOUIS, MO – January 16, 2026 – ([GUITARpr](#)) — Magnatone is excited to announce the online launch of its official **Magnatone Merchandise Store**, expanding the Magnatone lifestyle beyond amplification. Fans, players, and collectors can start shopping for exclusive apparel, accessories, and other branded merchandise **beginning January 22, 2026** – the first day of **The 2026 NAMM Show**.

The Magnatone Store broadens the brand beyond the stage and features a curated collection of **apparel, limited-edition items, and artist-focused designs** reflecting the company's nearly 90-year heritage. Customers can explore an evolving lineup of shirts, hats, outerwear, and accessories inspired by its **Traditional and Master Collection amp cosmetics, along with signature collections from Slash and Billy Gibbons**.

The Magnatone Store will deliver a simple and safe shopping experience, with seasonal drops, exclusive collaborations, and limited-run offerings that celebrate its classic, vintage vibe, style, and fashion.

Customers around the world can shop at the Magnatone Merchandise Store **beginning January 22, 2026** at [magnatoneusa.com](#), and NAMM attendees can stop by **Booth #5237 in Hall D** to learn more.

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About Magnatone

The Magnatone brand was first established in 1937 in Los Angeles, CA. The company is most famous for inventing and patenting the stereo pitch-shifting vibrato effect using a non-moving part. Legendary artists such as

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Buddy Holly, Lonnie Mack, Jeff Beck, and Robert Ward have all used Magnatone. Magnatone Amplifiers was revived by Ted Kornblum in 2007, and today the company manufactures high-end boutique tube guitar amplifiers made in the USA. Guitarists including Billy Gibbons, Slash, Neil Young, Jason Isbell, Brandi Carlile, Lukas Nelson, Charlie Sexton, and Neko Case are just a few of the artists who play Magnatone.

For more information, visit magnatoneusa.com.

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