

Gibson Guitars Presents:

Gibson “*Ole Red*” 1953 Standard Les Paul



Pre-Order Date:

4/23/2022

Release Date:

6/6/2022

Technical Specifications:

- ◆ 12” Fretboard Radius
- ◆ Indian Rosewood fretboard
- ◆ African Mahogany body
- ◆ Eastern Maple cap
- ◆ Aged “Ole Red” Finish
- ◆ Seymour Duncan “Antiquity” P-90 set
- ◆ Gibson Deluxe guitar tuners
- ◆ 24.75’ scale length
- ◆ Gibson wraparound tailpiece
- ◆ Two volume and two tone controls
- ◆ Aged cream plastics
- ◆ 3-way selector switch
- ◆ Available both right handed and left handed orientations.

Background:

With the hard rock scene continuing to stay strong to this day, Gibson Brands is proud to announce a brand new signature model to mark the introduction of Jared James Nichols to the Gibson standard artist lineup. With his ever-growing popularity of his music within the hard rock scene, Jared has become an icon thanks to his fast finger picking style, blues licks and his use of playing his Epiphone Les Paul Custom “Old Glory”, sharing the stage with artists such as Joe Bonamassa, Kid Rock, ZZ Top, Lynyrd Skynyrd and Zakk Wylde.

This latest model will be based on Jared’s 1953 Gibson Les Paul ‘Goldtop’ named “Ole Red” and will be part of the artist signature line along with current models such as the Slash Les Paul Standard and the Adam Jones Les Paul Standard.

Marketing:

- ◆ NAMM Show Unveiling June 5th
- ◆ Gibson garage release party June 6th
- ◆ Interviews with Jared James Nichols with new Gibson TV series.
- ◆ MSRP Price: \$2,500

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Wholesale



Individual Sales