

# Farida

## Join the Farida family

And discover the UK guitar industry's best kept secret...

Already touted as one of the major UK breakthrough acts of 2009, Polly's stand-out performances at this year's SXSW festival in Austin Texas have also made her the subject of an industry feeding frenzy on the other side of the pond.

A tireless gigging schedule, coupled with her highly distinctive vocals, have made this seventeen year old singing prodigy one of the most celebrated acts on the blogosphere, and Polly is currently on the road again with her superb backing band The Pleasure principle.

[www.myspace.com/polymackey](http://www.myspace.com/polymackey)

Polly Mackey with her Farida D-12ce electro-acoustic in custom sunburst.



[faridaguitars.co.uk](http://faridaguitars.co.uk)

# Farida

## Fine tune your stock and protect your bottom line

Polly Mackey with her Farida FTC-32

The prestige brand of one of the worlds finest and most respected guitar makers, **Farida** have come from nowhere to become **one of the UK's fastest growing brands**, building on a groundswell of interest across the board.

Rarely, if ever, does a new brand unite opinion as this one has, with

everyone from critics to session players, from fledgling players to lifelong industry professionals, all equally wowed by the sound and playability of these instruments.

In their **recent review** of the Farida D-32 **Guitarist magazine** awarded the guitar its **maximum five gold star award**, saying the guitar *'amply reinforces Farida's emerging status as a yardstick for seriously good, affordable value'*. Dealers say the same, with Farida rising to the status of **best selling acoustic brand** in the majority of their high street stockists.

This ever growing family of dealerships has the benefit of an emerging brand that sells itself on reputation and quality, backed up by focused, visible marketing, glowing reviews, and a growing legion of big name players.

**'exceptional quality at their price-point'**  
Martin Adam - Sheehans Music

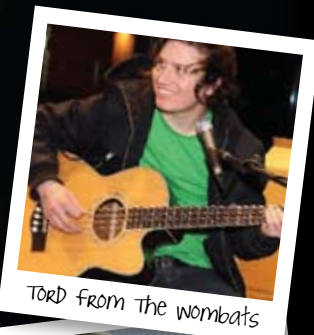
These guitars not only **stand up alongside the major brands** (many of which also started life on Farida's state of the art production line), but in many cases outflank them in terms of quality and turnover.

local neighbourhood competitor, and you have a brand that gives you the opportunity to do what guitar shops should, **sell quality gear and make good money.**



We are currently looking for UK dealers to spread the wings of this fantastic new brand further still, and will be exhibiting at stand H-30 at the forthcoming LIMS show, where we would love you to come and see these exceptional instruments for yourself.

**To book an appointment, or for more information, contact us at [sales@faridaguitars.co.uk](mailto:sales@faridaguitars.co.uk), or call on 0870 442 4602**



[faridaguitars.co.uk](http://faridaguitars.co.uk)