



ES-390 IN FADED CHERRY

BIG, FULL SOUND FROM SMALL, HOLLOW GUITAR

Meet the ES-390, the latest revelation from Gibson Custom Memphis, and after hearing this guitar, there's only one question:

How can a sound so full come from something hollow?

Good question.

The answer requires 100 years of excellence in guitar making, the finest craftsman using the finest materials, and the innovation that can only come from Gibson Custom Memphis. The fully-hollow construction emulates the traditionalism of the ES-330, the beautiful figured Maple body, and the bright, chiming character of two Mini-Humbuckers, all uniting to transform a simple piece of equipment into a new breed, a game-changer, a truly remarkable instrument that is destined to dwell with other dignified classics in the pantheon of the world's greatest guitars. Gibson delivers on the principle that big tonal adaptability can come in small packages, from the opulent depth of a jazz tone, to country twang, to the gritty and robust rock and roll resonance, the ES-390 is a bountiful bantam multitasking implement of musical diversity. After you have felt how comfortable and light it is, after you take in the splendor of the guitar's appearance, and even after you have heard the smooth and present voice this guitar has... ..you might still not believe it.

Top	Figured Maple, three ply with poplar core
Back	Figured Maple, three ply with poplar core
Rim	Figured Maple, three ply with poplar core
Binding	Cream
Fingerboard	Rosewood
Inlay	Pearl Block
Scale	24 3/4" Scale length with 1 11/16" nut width
Tuners	Tone Pro single line single band butterscotch tulip buttons, press-in bushings
Bridge	Nickel no wire ABR
Tailpiece	Nickel trapeze tailpiece
Pickups	Mini Humbucker (front), Mini Humbucker (back)
Controls	"Memphis Tone Circuit"; 500K audio pots all positions, 3-way switch, mylar .022mfd capacitors
Knobs	Black reflector knobs with silver inserts
Finish	Antiqued Faded Cherry Red/Nitrocellulose Lacquer
Collateral	Custom Shop Certificate of Authenticity & Custom Shop case

All specs are subject to change without notice.
Actual color may vary slightly.