



REVIVING A ROCK STAR *Masterpiece*

MUSIC ICON JIMMY PAGE AND LEGENDARY GUITAR BRAND GIBSON TEAM UP.

BY MIGUEL COSTA

Inked Magazine's first issue in 2025 is loaded with musical talents, and it's befitting to kick it off with one of the most iconic rock legends and supreme guitar brands in rock-and-roll history: Jimmy Page, the founder of Led Zeppelin, and Gibson Inc.

In early 2024, Page signed a long-term endorsement deal with Gibson Inc. to recreate a number of guitars that were once an essential part of his tour rig and recording sessions: the remake of the 1964 SJ-200. Following the business deal, Gibson CEO Cesar Gueikian referenced the two-time Grammy Awards winner's influence on the company's growth in the past several decades, calling him an ambassador and trailblazer.

This remake is predicated on the acoustic guitar loaned to Page from music producer Mickie Most ahead of his recording sessions for the band's self-titled debut album. Using the precision of a 3D scanner, Gibson Inc. copied and transferred digital data of the guitar's woodwork, texture information, internal mechanism, and color to help facilitate the replicas.

Part of Page's legacy as a musician has been his well-known interest in the science behind guitars, such as the acoustics, string vibration for playability, and the structural support of the bracing. Like his previous collaboration with Gibson Inc., Page was heavily involved with the creative process for his signature 1964 SJ-200 guitars before the company's luthiers handcrafted them at the Bozeman Factory in Montana. On October 22, 2024, 100 Jimmy Page 1964 SJ-200 Limited Edition guitars (\$12,999) and 50 Jimmy Page 1964 SJ-200 Collector's Edition guitars (\$19,999) hit the open market.

Deal bundles for both the Limited Edition and Collector's Edition presented buyers with many

of the same qualities. Weighing in at around 4.96 pounds, the anatomy of both editions of the six-string instruments is identical. The ribs and flat back were carved from premium AAA Sitka spruce and decorated in mother-of-pearl Graduated Crown inlays. The string instruments have a Tune-O-Matic saddle that sits on top of the Tune-O-Matic bridge and rosewood Moustache bridge plate. The Cherry Tea sunburst that colors the body and bouts of the guitar was treated at the Murphy Lab to provide musicians and fans with an old-school touch.

All of the guitars from this exclusive line come with a soundhole label signed by Page, along with a Certificate of Authenticity booklet, Gibson's retro-style "The Garden" strap, and a hardshell guitar case sealed with Page's famous Zoso emblem.

However, a few variations distinguished the pricier option from the alternative. For instance, all 50 Collector's guitars were signed and played by Page himself. Other accessories from the Collector's Edition included a guitar pick used by Page, a Gibson guitar stand handcrafted from premium wood, and a second autograph by Page located on the peghead. Gibson Inc. sold out of the Collector's Edition guitars before the end of November 2024; Limited Edition Jimmy Page 1964 SJ-200 guitars are still accessible to customers.

On December 3, 2024, six weeks after the Jimmy Page 1964 SJ-200 became available, Gibson Inc. released the exclusive double-neck EDS-1275 VOS guitar (\$9,999), marking the company's third drop of the year since signing Page to an endorsement deal. This model differs slightly from the 50 Collector's Edition 1969 EDS-1275 guitars (\$49,999) that sold out shortly after being placed on the market in February 2024.