

London's World Famous Ukulele Store to launch new 'Duke' brand ukulele

Submitted by: Duke of Uke Ltd

Tuesday, 20 November 2018

"Classic British Design meets Polynesian Paradise - our distinguished new Duke brand of ukuleles make the perfect gift."

Duke of Uke will excite Christmas shoppers this year with a new, vintage inspired Ukulele brand.

Favourited by famous names such as Jack Black, Keira Knightley, John C Reilly to name a few, Duke of Uke is London's world renowned ukulele store. The unique Hawaiian styled micro business, which this year celebrated its 13th birthday, announced it is heading in an exciting new direction.

Matthew Reynolds who established Duke of Uke in 2006, explained:

"Given the current climate of high street retail and the competition from online giants, we decided to take action. To support our unique and treasured London store, we have developed our own new and exclusive boutique brand - Duke Ukulele".

In a modern day David and Goliath story, Duke of Uke have responded to fierce online competition by launching their own exclusive new brand, designed in house, and ready for the Christmas rush.

Duke of Uke has established a worldwide reputation for its specialist expertise and service. It is proud to bring this wealth of knowledge to a new range of expertly designed and crafted ukuleles. With a background in art and design, Duke of Uke originators Matthew Reynolds and Paul Rains promise to expand the new brand to include a host of stylish, vintage inspired designs.

In recent years, thanks to its champions George Harrison, The Ukulele Orchestra of Great Britain, Eddie Vedder, Jake Shimabukuro, the Ukulele has seen huge growth in popularity at a global level. Up and coming artists Grace Vanderwaal, Twenty One Pilots and Dodie Clark continue to fly the flag and the ukulele is proving to be more popular than ever.

Available exclusively at Duke of Uke's London Store and online at dukeofuke.co.uk, the new Duke Vintage Sunburst range looks as good as it sounds, caters for all ages and abilities and makes the perfect gift for Christmas. Prices start at £69.95.

Further information and contact details

For reviews and product photoshoots please contact:

Matthew Reynolds - Company Director

Paul Rains - General Manager

Email: info@dukeofuke.co.uk

Tel: 020 3583 9728

Web: dukeofuke.co.uk

Social Media:

[instagram.com/dukeofukelondon](https://www.instagram.com/dukeofukelondon)

[facebook.com/dukeofukelondon](https://www.facebook.com/dukeofukelondon)

twitter.com/DukeofUkeLondon