

## **DooDad gets fashionable : Doodad Fashion Electric**

*In a nutshell:*

DooDad Guitars, Apeldoorn, The Netherlands

Model: Fashion ( based on a 1957 Moderne)

Design: The Netherlands

Build: Korea

Price: 599,-

Distribution: DooDad Guitars - [www.doodadguitars.com](http://www.doodadguitars.com)

“That guy with the checkerboard shirt makes really great guitars!”

This comment by a visiting guitar player at a recent guitar show, shows that DooDad’s reputation is on the rise.

Let’s go one step further and give owner and CEO of DooDad, Harald Wind, a giant compliment, his guitar designs may be very recognizable, but he adds elements that you wouldn’t expect for these prices.

By choosing a less known shape as the ‘Moderne’ he even challenges the guitarist with this DooDad Fashion model, are you really the showman you think you are, or are you a basement guitar hero?

Compared to the original Moderne I had in my hands some 12 years ago, this feels and plays a lot better, the two humbuckers sound way better than the original PAF’s and the D-shape neck is extremely comfortable.

Ted McCarthy would have loved these features on his version!

DooDad held on to the concept of a Korina body and neck, the two humbuckers use alnico 5 magnets and the tuners work and feel like top Grovers.

The electronic ‘Gibson’ lay-out is replaced by a master tone and two volume controls.

The push/pull function on the tone pot switches the magnets on both humbuckers to single-coils which makes it a more versatile version of the original.

Sound wise it is very close to a good Les Paul, the bridge pick-up sounds exiting with it’s high compression, even better with the three-way switch in the middle position, and when you roll off the tone on the neck pick-up the notes really start to flow.

When you play this DooDad Fashion through a Marshall, you will find that, sound wise, you are in the Les Paul range of sounds, but with a nice P-90 variation, thanks to the push-pull function.

Try this: roll off 10% on volume and 20% on tone using the bridge pick-up and the single-coil sound gets almost ‘acoustic’.

### **After a week:**

In 1957 this was a strange model, in 2016 this is no different, wear this around your neck and you attract attention, DooDad gives this model extreme playability and an inspiring sound.

In all facets a daring experiment that's deserves success!

It’s not what you think..., it’s a Doodad!