FINALLY, YOU CAN LOOSEN YOUR PURSE STRINGS

You may know homegrown brands like Island Shop and Charles and Keith, but have you heard of Maestro Guitars?

Set up in 2004 by Singapore Management University graduate Hozen Yong, Maestro specialises in six strings that some would give the thumbs up for being “cheap and good”, or in Mr Yong’s words, guitars that “redefine the notion of value-for-money” – the firm was the first to make guitars with carbon-fibre reinforced necks in the $450 price range, or 10 times less than other brands, he said.

The son of piano-shop owners was frustrated by the lack of quality guitars for students and working musicians. He learnt his craft from a British guitar maker in India, then sunk in $20,000 to buy machines and rent a storefront.

Maestro guitars are now sold in Australia, France, Denmark and Norway, and Mr Yong, 28, is thinking of opening stores in the region – something his GET Singapore membership will help him do.

“That we’re from Singapore gives people a level of confidence to work with us.”