

Sam Ash is Back: Legendary Music Retailer Returns in a New Digital Era

The legendary music retailer transitions to a digital-first model, bringing musicians top gear, great prices, and expert advice online

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Musicians, rejoice! The iconic Sam Ash brand is alive and thriving—this time, in an exciting new digital form. Following the closure of its retail stores in 2024, the historic music retailer has been reborn as Sam Ash Direct, an online destination dedicated to serving musicians and audio professionals nationwide.



Sam Ash Music is Back with Sam Ash Direct an Online Music and Sound Megastore with Expert Advice and Fast Free Shipping

Founded in 1924 by [Sam Ash](#) in a small Brooklyn storefront, the company grew under the leadership of his sons, Jerry and Paul, and later his grandsons, who expanded the business into a true nationwide music retail brand with stores from coast to coast. However, in early 2024, financial challenges led to a Chapter 11 bankruptcy filing and the closure of its physical stores.

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Sam Ash isn't gone—it's evolved. We're bringing the same passion, expertise, and legendary service to musicians nationwide in a digital-first format.”

Derek Ash, Director of E-Commerce, Sam Ash Direct

Just as the music community mourned the loss of this legendary institution, a new era emerged. In September 2024, [Gonher Group](#), a respected, family-owned music company, acquired the Sam Ash brand and intellectual

property. With decades of experience as one of the largest distributors of musical instruments and pro audio equipment in the world, The [Gonher Group](#) saw the potential to continue the Sam Ash legacy as a digital-first retailer.

Now live, Sam Ash Direct is bringing musicians the same top-quality selection of musical

instruments, pro audio gear, and live sound equipment—all available at samash.com.

Sam Ash Direct has retained close relationships with leading brands, ensuring musicians continue to have access to the deep selection and ultra-competitive pricing that have always defined the Sam Ash experience.

But what truly sets Sam Ash Direct apart is its unparalleled customer service. Many of the company's most experienced sales professionals have joined the "[Gear Expert Team](#)," offering customers the same family-style treatment, exclusive discounts, and personalized expert guidance that made Sam Ash legendary. Now, this service is available via phone, chat, and email—in both English and Spanish.

To celebrate the Sam Ash Direct Grand Opening, customers can enjoy major sitewide discounts when they connect with a Gear Expert at 800-844-7777 or via web chat at samash.com.

"We want musicians to know that Sam Ash isn't gone—it's just evolved," says Derek Ash, Director of E-Commerce for Sam Ash Direct and great-grandson of Sam Ash. "Our commitment to serving musicians remains unchanged. We're bringing the same passion, expertise, and personalized customer service that made Sam Ash special—now in a digital-first format that allows us to serve musicians nationwide with even greater convenience."

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The relaunch of Sam Ash Direct represents more than just an e-commerce business—it's a continuation of a rich musical legacy. The new partnership with The Gonher Group brings deep expertise in logistics and retail technology, ensuring that Sam Ash's digital presence will evolve into a state-of-the-art e-commerce experience with support from a passionate team of Gear Experts who share their customers' love for musicianship and the equipment that fuels it.

As part of its future plans, Sam Ash Direct is expanding its offerings to better serve Latino musicians. With the Gonher Group's strong presence in Latin America, Sam Ash Direct is set to become the ultimate destination for Spanish-speaking musicians, with plans to introduce dedicated content, expanded product selections, and exclusive promotions tailored to Latin music genres.

For 100 years, musicians of all levels—beginners, touring professionals, and legendary artists alike—trusted Sam Ash for their gear needs. Now, that trust lives on in a streamlined online experience, ensuring that musicians continue to have access to the best gear, expert guidance, and the family-oriented service that defined the brand.

As the music industry continues to evolve, Sam Ash Direct is ready to meet the moment—offering a seamless, modern shopping experience while staying true to the values that made it a household name.

□ Discover the next generation of Sam Ash at www.samash.com —shop top instruments, recording gear, DJ equipment, and more today!

Derek Ash

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