

# denizen

ISSUE FOURTEEN  
AUTUMN 15 | \$12.99

made  
for  
me

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for  
me

## CUSTOMISED *Fly-fishing rods*

As temperatures cool, eager rods emerge to take advantage of our country's best months for dry fly fishing. For anglers determined to avoid the dreaded monster catch that got away, a made-to-measure pole promises to ensure fishing success. As the only professional bamboo fly rod maker in the world who personally engraves his creations, William 'Bill' Oyster, is a stickler for detail, but is also known from time to time to simply shut up shop and go fishing. It's this passion that makes each customised rod an heirloom piece as well as a remarkably performance focused pole. Each hand split, planed and engraved rod is made from a single culm of genuine Tonkin bamboo, customised to suit the caster's height and grip. From intricate engraved game scenes with a 24K gold inlay to elegant agate stone stripping guides and traditional nickel silver reel seats, the exclusive tapered design means Oyster's rods will load easily at short distances while still being

## THE ART OF PERSONALISATION

Disillusioned by the growing homogeneity among luxury brands, many of today's affluent consumers have developed an unrelenting penchant for niche items, specifically tailored to their person. Responding to this desire for customisation are a new breed of brands for whom no request is too outlandish.

