



## L'AMOUR: A REEL INSPIRED BY LUXURY

We all know fishing is a cool sport but Okuma's latest launch, the L'amour spinning reel helps redefine it as a luxury lifestyle. Don't believe us? Then check out the specification on this limited edition...

Okuma has always had a strong reputation for its fishing reels and they are hugely popular with retailers and consumers alike but its latest model gives the humble spinning reel a completely new twist, turning it from a workhorse into a thing of beauty.

The Taiwanese brand has unveiled the Lamour, a limited edition reel which has been hand-embellished with 13 Swarovski crystals and given a romantic 'Tiffany' green colour.

With only 1,000 of the reels handmade with the ultimate precision, this is truly a one of a kind, designed to not only enhance the fishing experience but perhaps change the perception of the sport's hardware.

Okuma has always strived to deliver the ultimate fishing experience through its rods and reels and it seems the Lamour has taken that ambition to the next level.

### CRYSTAL CLEAR QUALITY

The attention to detail on these reels has to be seen to be believed. The embellished spool design features 12 Swarovski crystals (between 1.5mm and 2.5mm in size) each hand inserted carefully around the spool to allow an elegant view whatever angle you are looking at it from.

There is also an eye-catching embellished knob cap design, incorporating a 2.5mm Swarovski crystal, again hand inserted carefully on the knob cover to give the Okuma Lamour that final touch of elegance.

Alongside the luxury look and feel, the Lamour spinning reel is also highly functional, as it is equipped with multi-disc, Japanese oiled felt drag washers, precision machine cut brass pinion gear and Cyclonic Flow Rotor (CFR) technology, which significantly increases air around the rotor, beneath and around the spool, with every turn of the handle.

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### KEY FEATURES

- Multi-disc, Japanese oiled felt drag washers
- 3BB+1RB stainless steel bearings
- Quick-Set anti-reverse bearing
- Precision machine-cut brass pinion gear
- Corrosion-resistant graphite body and rotor
- CFR: Cyclonic Flow Rotor technology
- Rigid metal handle design for strength
- Machined aluminium, two-tone anodised spool with LCS lip
- Corrosion-resistant stainless steel bail wire
- RESIL: Computer balanced Rotor Equalising System

