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Golden Tee

Honma's newest clubs just made golf more expensive, again.



In the city of Sakata, Japan, situated about 200 miles north of Tokyo, there is a factory populated by master craftsmen molding their wares with hair's-length precision. But they're not crafting rugs or Ginsu knives or Pokemon action figures (hey, it's Japan, not Bangladesh). They're building Honma golf clubs. Each club in their new Beres line requires six months, 156 steps, and 100 pairs of hands to complete. These are the world's most expensive golf clubs.

With a five-star set of ten irons, three woods, and a putter costing in the neighborhood of \$36,000, it's easy to get sidetracked by the gaudiness. Irons built with 24K gold inlays and detailed with platinum will do

that. Yes, gold clubs look pretty, but there's a strong element of utility here. Some of that comes from Honma's ARMRO four-axis-directional shafts. But the cream of these clubs are the MG701 irons (pictured), offering an ultra-thin, exceptionally-wide face, and the MG711 woods, featuring an oversized-head design and high moment of inertia.

When put to the test by Donald Trump, who last year admitted to trying out the clubs to *Travel + Leisure*, results came back positive. With Jack Nicholson and Danny DeVito believed to be proud owners of Honmas, Sakata has bestowed these holiest of holies unto some impressive company. Godspeed, Louie from Taxi. honmagolf.com