
Subject: : Paflyfish General Forum

Topic: : LLH fly shop

Re: LLH fly shop

Author: : afishinado

Date: : 2010/11/28 7:44:03

URL:

I'm sorry to hear about the LL fly shop and Rod. I wish him the best of luck.

The reality is trying to run a FFing only shop is a very difficult thing in this day and age. The big box stores sell FFing gear along with 100,000 other non-fishing SKUs to boost store volume and traffic, in addition, on-line shopping for FFing equipment and clothing hurts the brick and mortar fly shops.

Just to answer some comments about selling clothing in Orvis stores, the Company has maintained the tradition (150+ years) of selling FFing gear. If the entire store was dedicated to FFing gear alone, no store would remain open. The reality is FFing is a specialty sport and there is not enough volume of sales to warrant maintaining a store selling only FFing merchandise.

Here's an observation, a month or so ago, Orvis offered a coupon in their catalog for customers to receive a dozen free flies. No hook, come in the store and pick out 12 flies for free. The idea was to generate store traffic for fly-fishing and hopefully sell some other merchandise. Well when the promotion ended, a large percentage of customers came into the store, picked out their free flies, and left without buying even a tippet spool. When you see such a great deal, it would stand to reason that hey, maybe if I buy a few spools of tippet and a new line to replace my worn out one, maybe they will continue to run such great promotions. Everyone wins in that case.

As a customer, I have purchased FFing stuff both on-line and from the big box stores; I'm sure all of us have at one time or another....no real sin. But the one thing I've always done was to purchase the bulk of my equipment, not just tippet and split shots, from a brick & mortar fly shop to support their business. There's still a lot of great fly shops left in PA, pick out a local fly shop or one near your fishing destination, and buy some stuff. If you don't....don't complain about that lack of fly shops in your area.

It's a lot like catch & release fishing, if we are short sided in our thinking and keep a limit every time out, before long there will be no more fish to fish for.....all IMO.