

Subject: : Gear Talk

Topic: : why all the hate?

Re: why all the hate?

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From what I can tell, now at least, is the marketing that Orvis uses to sell their stuff. The write-ups seem naively overblown. Too much name dropping: "When you are having the fishing day of your life on the Madison River" Stuff like that is just repulsive to my sensibilities as a fly fisherman who knows his way around a floodplain. It seems to appeal to the once-in-a-while vacationing sport who really likes the IDEA of flyfishing and the dinner there after, but isn't an up-to-you-armpits type fisherman. Where Simms and Sage and Ross, top of the line manufacturers, they project that they are more for the blood and guts fisherman, the guy who knows his stuff: cowboy types: silent and strong, enduring endless rain or sun to hook a fish. They go as much for the guides as the hard core weekend angler. With that, they set the precedent that the more casual, well heeled anglersglom onto. Orvis marketing seems to appeal to the more clueless sport who trips along lightly, getting told by the guide what to do and rejoices at the few fish caught; people who like the boat ride as much as the fish. I'm a science person, so it's hard for me to put my finger on something as indirect and soft as marketing, but this is what I've gathered.

Syl