



ORVIS®

BRAND FRAMEWORK



“The life I want to live is one with depth and meaning.  
I am seeking deeper connections and experiences  
with the outdoors for a more inspired life.”

– Orvis Customer

# INSPIRE THE WORLD

to love the  
adventure and  
wonder in nature.



# WE LIVE TO DEVELOP AND SHARE

our equipment, apparel, and expertise  
to outfit deeper connections and  
authentic experiences in the outdoors  
for a more inspired life.



We are  
**THE MOST-TRUSTED  
LIFESTYLE BRAND ROOTED  
IN THE INNOVATION OF  
FLY FISHING & WINGSHOOTING.**

Everything we make, offer,  
or share flows from generations  
of curiosity on the water,  
in the field, and around the fire.

**WE LOOK FOR CADDIS  
NYMPHS UNDER RIVER  
ROCKS AND MARVEL AT  
THE INSTINCTS OF  
A POINTING DOG.**

We lose ourselves in reel drag assemblies  
and the stitched perfection of a seam.

Wild fish migrations, aspen groves, and cold  
flowing water call to us, and we are a family that  
believes in protecting what we love.

Flies are hooked to the visors of our truck,  
the dog rides shotgun, and we live to discover  
what lies around the next bend.

**COME WITH US.**



## THE CORE

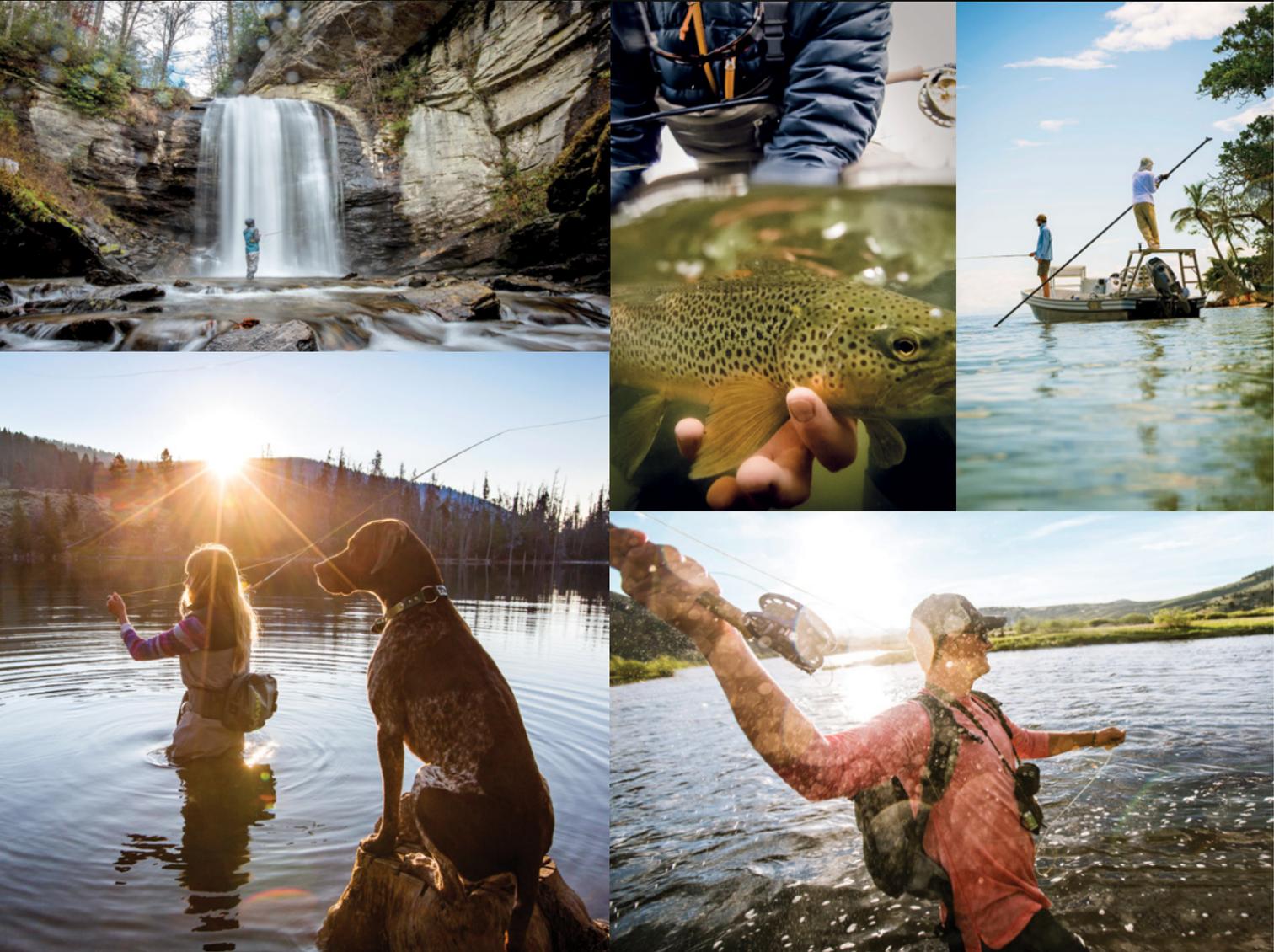
The center to which all things Orvis, both tangible and intangible should reference.

**THE CORE IS OUR LOVE OF ADVENTURE AND WONDER IN NATURE,** born from a passion for fly fishing and wingshooting. Our love of exploring these passions has led to a century-and-a-half of hard-won expertise and a desire to share it with the world. The core is our true north for all we do, produce, or say, inspiring a greater lifestyle. It's what makes us different. It's the aspirational beacon guiding us and our customers on the journey of a more meaningful life.

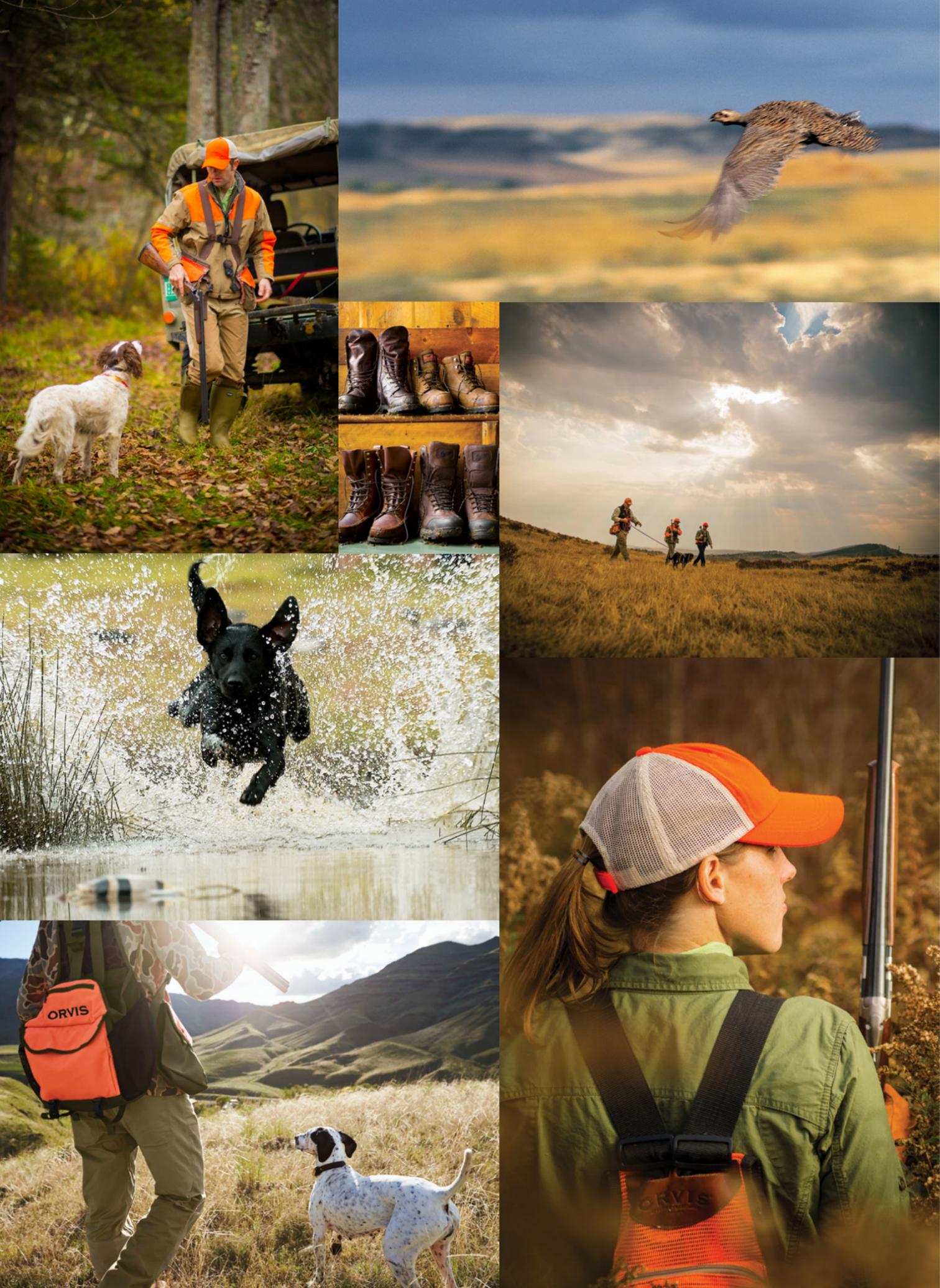


# FLY FISHING

Water is essential for life, but in our case it's the blood of the brand.



**WE'VE BEEN THE LEADER IN FLY FISHING SINCE 1856**, No other brand can match the explorative and innovative spirit we bring to the water today. Our passion for fly fishing leads to a curiosity, and that curiosity leads to an expertise that drives us to develop products that solve problems and inspire experiences. This approach is what differentiates all of our products, from fabrics to fit, function to trim details. We are also leaders in welcoming people to the sport and guiding them on their lifelong journey from novice to expert. From sharing the wide-eyed joy of a child's first fish to outfitting anglers for the Rio Malleo in Patagonia, our love for teaching and connecting people with world-class outdoor experiences is our model for industry-leading customer service. Whether in the stores or on the phone, we live to connect with customers, bringing memorable and inspiring moments to them as we would on the water. Orvis was founded on fly fishing. It's the soul of the brand.



# WINGSHOOTING

Where our love of the outdoors, our incomparable bond with our dogs, and our need of wild places intersect.

**UPLAND HUNTING CONNECTS US TO AN ETHIC OF LIVING WITH THE LAND LIKE NO OTHER SPORT.** Its fundamentals are no different than they were two hundred years ago, and we're drawn to wingshooting's simplicity—a shotgun, your dog, and hours in the field together. A hunting coat is purpose-built to endure a lifetime of briars and broken-in boots are passed down to younger generations. This dependence on gear that doesn't fail drives our obsession for quality and the belief that every detail matters in all of our products and services. Wingshooting also defines our fundamental relationship with dogs—they are family. We share our homes and beds with them, and we follow their instincts into the field as they connect us to the outdoors on a deeper level. We are the best upland hunting brand in the industry, because we preserve the sport's unique, special, and distinguished nature, while also making it accessible.



# CONSERVATION

“If we are to benefit from the use of our natural resources, we must be willing to act to preserve them.” —Perk Perkins

**THE NATURAL WORLD IS AT THE CORE OF OUR PASSIONS AND OUR BUSINESS.**

Cold mountain streams, high-country grasslands, and saltwater flats—these are the places we feel most alive. We know the power of the experiences they provide and live for the anticipation it brings. And we must preserve these places for future generations. This is why we commit 5% of pre-tax profits to protecting what we love.



“More than half the intense enjoyment of fly-fishing is derived from the beautiful surroundings, the satisfaction felt from being in the open air, the new lease of life secured thereby, and the many, many pleasant recollections of all one has seen, heard and done.”

– Charles F. Orvis





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