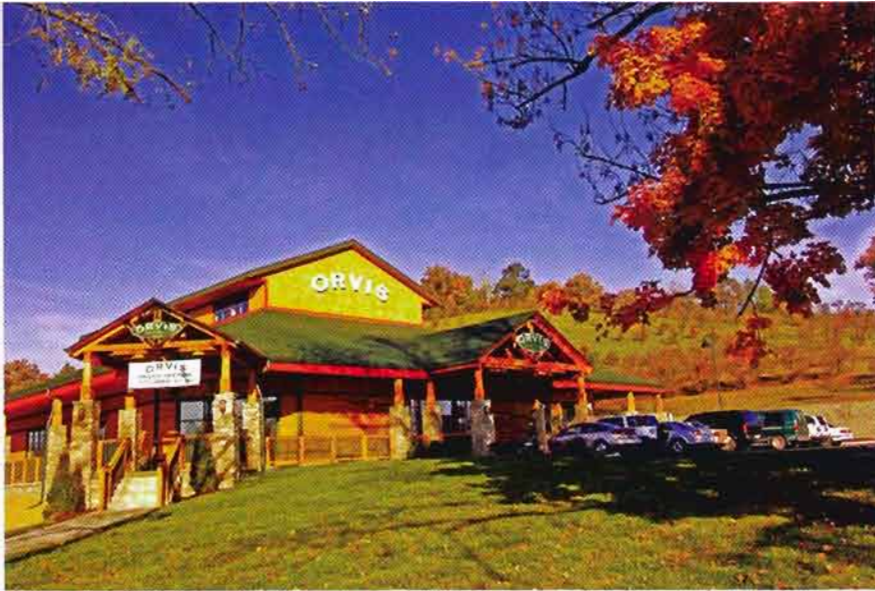


# ORVIS FLAGSHIP

Sevierville, TN



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PHOTOGRAPHER: **Courtesy of ORVIS**





RGLA (Robert G. Lyon + Associates) of Schiller Park, IL) worked closely with the ORVIS staff in designing the large format flagship store in Manchester, VT that was shown in the June issue 2003 of *Retail Design*, and now they are working together on a national rollout of that concept. Shown here is the most recently opened ORVIS Flagship in Sevierville, TN, and it fills a 10,631 sq. ft. area.

The store delivers “a different kind

of retail presence and is designed to capture the feel of ‘distinctive country living’ while celebrating the rich ORVIS heritage.” Like the other ORVIS flagships in the rollout, this one is located within a “weekend destination community.” Dave Perkins, VP of ORVIS says, “Expanding our retail presence with the large format stores has allowed us to continue to build our reputation as a leader in outdoor living by maintaining control over the distribution of our brands. The larger stores embrace the ORVIS lifestyle and personify everything our customers associate with our brand.”

In keeping with the setting in the Smokey Mountains and in harmony with other structures in the area, the exterior of the store is wrapped in stone and wood to complement the natural setting—and the Manchester VT prototype. The interior features a tall atrium and it is bathed in natural light. “The natural light dances off two large graphics of Little Pigeon River and the sunrise over

the Smokey Mountains—which pay homage to the local setting” and also enhance the feeling of being in a Tennessee lodge.

The store focuses on lifestyle and distinctive country living and offers a selection of men’s and women’s apparel, fishing equipment, home fashions, gifts and luggage. Also, all sorts of experiences are available in the store other than shopping. There are seminars, demonstrations, lectures and also historical and educational exhibits. These are all “woven into the store’s fabric.”

George Haskins, Director of Retail at ORVIS said, “People can count on ORVIS to provide an authentic outdoor experience and our large format stores act as destination centers that both serve and entertain thousands of visitors by providing a platform to engage in the ORVIS lifestyle.”

