

Outdoor gear retailer Orvis closing half its stores, citing tariffs

Vermont-based firm to shut 36 locations next year



Orvis now has 71 stores in its fleet, but closings are coming in 2026. (CoStar)

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Iconic outdoor retailer Orvis plans to close 36 stores next year, about half its fleet, citing fallout from the “unprecedented tariff landscape.”

Sunderland, Vermont-based Orvis, with a nearly 170-year-old history, said it substantially reduce its brick-and-mortar footprint to focus on core competencies — hunting and fishing — and its wholesale business. In early 2026, Orvis intends to shut 31 traditional stores and five outlets; it now operates 71 retail locations nationally, 64 stores and seven outlets.

Orvis will move forward with a physical footprint of 33 stores and two outlets, “supported by more than 550 independent dealers and several national outdoor retailers across the U.S.,” according to the chain. The company is “returning to our roots and sharpening our focus on the pursuits at the heart of our heritage,” Orvis President Simon Perkins said in a statement.

“Looking ahead, we are investing in the areas where Orvis makes its greatest impact — world-class gear and apparel, unforgettable experiences, and a deep commitment to conservation,” he said.

Orvis, founded in 1856, is one of a number of domestic retailers who have been stung by the new tariffs imposed by President Donald Trump’s administration. Chains that sell merchandise such as apparel and furniture made overseas in places such as Asia have scrambled to find new sources for their goods. Some retailers have closed stores, blaming tariffs in part. And some others have passed part of their added costs to consumers.



The Orvis headquarters on a 300-acre-plus campus in Vermont is up for sale. (CoStar)

“Like many in retail, Orvis’ business model faced a sizeable shift with the introduction of an unprecedented tariff landscape,” Perkins said. “For more than a century-and-a-half, we’ve been committed to being leaders in our space for customers and partners. ... To ensure a durable brand and model for decades to come, we are focusing on our core strengths and making the difficult but necessary decision to rescale the business by tightening our assortment and reducing our corporate store footprint.”

Orvis began becoming leaner in 2025. A year ago, it said it was laying off 112 employees, about 8% of its workforce; it would stop publishing its print catalog as it sells online; and it was closing some of the 80 stores it had then.

In January, Orvis announced it was putting its headquarters at 178 Conversation Way in Sunderland up for sale and would move it to an area in Manchester, Vermont, where it has a cluster of properties. The current 58,000-square-foot headquarters

is on a rolling, woodsy 351-acre campus.

The headquarters is listed for sale at \$5.85 million, more than \$4 million less than its original \$10 million construction cost, according to CoStar data. The three-story office building has infrastructure to support about 325 employees.

Orvis still occupies the third floor but will relocate, providing short-term income, according to CoStar.

An Orvis spokesman confirmed the company has not moved out of its headquarters yet but declined to make any additional comments.

The chain's fly rods are still crafted in Vermont. But Orvis had dramatically expanded beyond fishing gear, selling items such as sportswear, gifts and home furnishings. Although change is afoot, Orvis is not fully exiting lifestyle apparel, according to the spokesman.

Perkins is a third-generation family owner of Orvis. The company was founded by Charles Orvis in Manchester, Vermont, and has been privately owned by the Perkins family since 1965, according to the retailer's website.

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