



Spotlight on the Simms x Grateful Dead Collab



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"Sometimes the light's all shinin' on me..."

After Simms [announced its collaboration with the Grateful Dead](#) a week ago, the media world took notice and shone a spotlight on this partnership that unites fishing culture with counterculture. Dead on the Water dominated headlines across the fishing, outdoor and music worlds as the unique collection of fishing apparel and gear attracted angling fans and Dead Heads alike.

John Frazier, who led PR efforts for the brand's big announcement, sent the DragonFlyer a running list of media hits for the Dead on the Water collab. So far and not surprisingly, the press coverage has been overwhelmingly positive.



Here are some of the articles that have appeared in all manner of publications over the past week:

- Midcurrent: [Simms Introduces Grateful Dead-Themed Waders and Apparel](#)
- Shop Eat Surf x Outdoor: [Simms and the Grateful Dead Announce Dead on the Water](#)
- The Music Universe: [Grateful Dead launches fishing line with Simms Fishing Products](#)
- Boating: [Simms Fishing Launches Dead on the Water Collection](#)
- Anglers Journal: [Simms Announces Dead on the Water](#)
- The Venturing Angler: [Simms and The Grateful Dead Announce Dead On The Water](#)
- Angling Trade: [Simms And The Grateful Dead Announce Dead On The Water](#)
- Fly Fusion: [Simms Fishing Products 'Dead on the Water' Collaboration with the Grateful](#)

Dead

- **Fly Fisherman:** [Simms Fishing and Grateful Dead Launch Collab Apparel Line](#)
- **Hatch:** [Lifestyle and function meet as Simms launches Grateful Dead collaboration](#)

Congrats on the great press! John said he expects more articles, and the DragonFlyer will update this list as they are posted.

Simms on Shakedown

"Don't tell me this (brand) ain't got no heart."

The light was also *shinin'* on Simms last weekend at Shakedown Street—the name of the feel-good and freewheeling marketplace that's always held before, during, and after Dead shows, usually just outside the music venue, and is also celebrated in the band's 1978 [song of the same name](#).



Shakedown Street became popular during the heyday of the Grateful Dead's touring days, and the tradition has continued with Dead tribute bands, such as Dead & Co., which features two former members of the Grateful Dead and headlined last weekend's 60th anniversary in Golden Gate Park. But you'll find some variation of a Shakedown wherever and whenever a jam band plays.

John sent us a few pictures from the weekend, including the Shakedown booth and brand activation at Lost Coast Outfitters in San Francisco. See below for a handful of shots from the events. Photo credit goes to **Rex Messing**.





Jordan Judd, President of Revelyst Outdoor Performance, sent this note to the OP team this week:

"I want to thank everyone who was involved across the company—from merchandising, design and development, to sales, digital, sourcing, planning and marketing—for making this a successful launch. While I am thrilled with the results on the capsule, I am equally excited about showing what we are capable of when we put energy and creativity as a team into making an initiative an 'A level' campaign. It shows us that when we align marketing activity against a business initiative with focus and a clear plan the kind of impact we can have in the market and on results! CONGRATULATIONS and WELL DONE!"

The DragonFlyer echoes Jordan's comments: Congrats to the entire Simms crew for an awesome launch and activation.



