



MOUNTAIN KHAKIS® ANNOUNCES “ORIGINAL MOUNTAINTOPS” HAVE ARRIVED!

(Jackson Hole, WY – August 19, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, is proud to announce the arrival of their highly-anticipated [Original MountainTops](#) collection.

[Mountain Khakis](#) fans now have more to love with the arrival of the apparel brand’s [Original MountainTops](#) collection of shirts, sweaters, vests and jackets.

According to Noah Robertson, MK Co-Founder and Director of Product Development & Design, “Although MK started as a pants brand, tops were in our business strategy from the beginning. We purposefully entered the market with our bottoms assortment first to establish the MK brand. Then we began development of our debut offering of core upper-body designs.”

“For Fall 2011, we bring you an assortment of seven tops styles that follow our same ethos of rugged styles that transcend season and trend. These shirts and jackets take [Mountain Khakis](#) one-step closer, offering a true head-to-toe lifestyle collection,” stated Robertson. “These styles are the foundation to our tops program for seasons to come, just as the [Original Mountain Pants](#), [Teton Twill](#) and [Alpine Utility](#) were the founding members of our bottoms evolution.”

“Our customers and dealers have been asking for MK tops since I can remember,” explained Martin Wilkinson, MK National Sales Manager. “We have established a very loyal fanbase based on our product and brand integrity. We’ve built our dealer-base on our specialized program, and now have the makings of a complete assortment for them to turn multiple times per season. Everyone is excited about the arrival of our [Original MountainTops](#).”

The [Original MountainTops](#) collection consists of:



[Stagecoach Jacket](#)



[Stagecoach Vest](#)



[Old Faithful Sweater](#)



[Trapper Henley](#)



[Teton Flannel Shirt](#)



[Orig Mtn Denim Shirt](#)



[Teton Twill Shirt](#)

The [Original MountainTops](#) are available now at your nearest MK Authorized Dealer and online at [mountainkhakis.com](#).

About [Mountain Khakis®](#)

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, [Mountain Khakis](#) quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The [Mountain Khakis](#) brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life.

[Mountain Khakis®](#) • Built for the Mountain Life® • *Rise Above It™*

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