



MOUNTAIN KHAKIS® WINS THIRD ADDY® AWARD FOR 2012 CATALOG

(Jackson Hole, WY – April 11, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces it has been recognized with its third [ADDY®](#) Award from the [American Advertising Federation](#).

Mountain Khakis is celebrating the news that their 2012 catalog brought home the Gold ADDY® Award this year.

MK's Creative Director, Jen Taylor, worked with [Artizen Studio](#) of Charlotte, NC to develop and design the brand's 2012 catalog. Artizen entered the piece in the ADDY® competition.

The ADDY® Award is the advertising industry's largest and most representative competition. It attracts more than 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® is to recognize and reward creative excellence in the art of advertising.

"Mountain Khakis has established a reputation of developing high quality 'coffee table' catalogs each year," said Taylor. "It's important to us that each catalog genuinely reflects our brand values and lifestyle, and creates the opportunity to connect all the more with our loyal customers. Our 2012 catalog is particularly unique in that it features both Spring/Summer and Fall/Winter collections in one book."



"We've been working with MK for years. I'm really proud of my crew for working so passionately on this catalog and maintaining such a high level of design," said Cary Murphy, owner and Creative Director at Artizen Studio. "Mountain Khakis' imagery is consistently mind-blowing and it inspires us to do great work. This is the third year in a row we have won an ADDY® for the MK catalog, which is pretty special."

The 2012 catalog was printed on eco-friendly [New Leaf Paper®](#) using an average of 100% recycled fiber and 64% post-consumer waste, processed chlorine free, designated [Ancient Forest Friendly™](#) and manufactured with electricity that is offset with [Green-e®](#) certified renewable energy certificates.

Flip Book versions of the 2012 MK Catalog can be viewed and downloaded here:

- Spring/Summer 2012 http://www.artizencrossmedia.com/clients/mk/MK_spring_summer/
- Fall/Winter 2012 http://www.artizencrossmedia.com/clients/mk/MK_fall_winter/

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. www.mountainkhakis.com Follow MK! MK Facebook • MK Twitter • MK Livin' Blog • 'Team MK' Facebook

Mountain Khakis® • Built for the Mountain Life® • *Rise Above It™*

(more)

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