



MOUNTAIN KHAKIS® GOES “ABOVE THE BELT” EXPANDS MEN’S AND WOMEN’S FALL/WINTER 2013 COLLECTIONS

(Jackson Hole, WY – January 16, 2013) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, is expanding its reputation as the maker of finely crafted pants with a complete line of men’s and women’s shirts, sweaters and outerwear. Plus, MK enters the all-important cold-weather gear category with the Mountain Khakis Rendezvous layering collection featuring a versatile, washable Merino Wool fabric. Rounding out the newness for Fall/Winter ’13 is the MK Active Bag Collection.

“Since Mountain Khakis entered the retail landscape a decade ago, we’ve established ourselves as the go-to brand for durable and well-crafted men’s pants,” said MK’s Co-Founder and Design Director, Noah Roberston. “Over the past two years, we’ve been building an equally impressive women’s collection, and taken MK’s signature attention to detail into a line of tops, outerwear and bags. The MK consumer is equal parts outdoor enthusiast, urban dweller and hard-core adventurer. It’s important for us to have a full line of clothing that fits all of those needs by blending style and performance in every piece.”

For Fall/Winter ’13, Mountain Khakis introduces the **Rendezvous Collection**, a layering system for men and women featuring 100% washable Merino Wool from New Zealand. The collection includes a 300-g, heavyweight Hoodie and Quarter Zip as well as a 200-g, midweight Henley. The women’s line also includes a yoga style pant. MK infuses the line with its signature attention to detail such as an innovative hood design sewn directly to the 3” stand-up collar for exceptional protection against the elements. All of the tops incorporate Lycra®-bound thumb loops and flatlock stitching for active performance and freedom of movement. MK focused on keeping the feature-rich Rendezvous collection under \$160; retail price points are \$159.95 for the Hoodie, \$119.95 for the Quarter Zip and \$84.95 for the Henley.



“The Rendezvous Collection meets an important need in the market by delivering a high-quality layering solution at an exceptional price,” said Steve Talacki, National Sales Manager for MK.

Another new collection is the **MK Active Bag** line designed to complement the brand’s existing Rugged Canvas Bag offering. The MK Active Bag Collection is made of 8-oz polyurethane-coated, waterproof canvas that is both durable and lightweight. There are three versatile styles designed for every use from extended adventures to errands around town -- the Kelly Courier, Solitude Daypack and Drifter Duffle (available in two sizes).



“The new Active Bag Collection, which builds on the outstanding success of our MK Rugged Canvas Bag line, offers lightweight, technical bags that are perfect for rowdy, adventure-inspired lifestyle,” said Robertson.

In addition to adding new collections for Fall/Winter ’13, Mountain Khakis expanded its best-selling lines by adding new silhouettes and women’s specific styles. The **MK Lodge Merino Wool Collection** added the Men’s Lodge Jacket, Men’s Lodge Full Zip Sweater, and the Women’s Knee-Length Lodge Jacket. Both Lodge Jackets are made with a heavyweight blend of Merino Wool and Boiled Woven Nylon. Another popular MK favorite is the Men’s **Old Faithful Sweater**, which added a new color in the men’s collection, and a women’s-specific version with a more tailored silhouette. Both Old



Faithful styles are made with MK's unique heathered sweater-knit polyester with brushed interior and grosgrain-reinforced wind flap.

Other highlights from the Mountain Khakis Fall/Winter '13 collection include the Men's Quilted, Insulated Reversible Jacket, Men's **Peden Plaid Shirt** and Men's Corduroy Shirt. MK added new colors to its best-selling women's styles including the cotton/cashmere-blended Amanda Sweater, and the Canyon Cord Collection of pants and skirts. The popular Peaks Flannel shirts made of a unique Poly/Wool/Lycra-blend were updated with new color combinations for both men and women.



"Just as fans of Mountain Khakis have looked to us for great hip-down solutions," said Robertson, "they will now be find a great-looking collection of jackets, sweaters and shirts that truly round out the brand and more fully represent our commitment to delivering great style with performance."

Mountain Khakis will debut their Fall/Winter 2013 collection at a number of national and regional trade events. For more information, contact sales@mountainkhakis.com.

Mountain Khakis' Fall/Winter collection will be available in August 2013 at authorized MK dealers in the U.S., Canada and Asia, 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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THE ESSENCE OF MK

(Jackson Hole, WY – January 16, 2013) Casual comfort meets rugged mountain style, Mountain Khakis® makes the best-damn mountain-inspired apparel on the planet. Offered in colors and textures found in nature's palette, the Mountain Khakis® collection is Built for the Mountain Life™ - plenty durable for long days on the ranch and in the river - and plenty good lookin' for long nights out on the town.

Mission

To be the best mountain-inspired lifestyle apparel brand. Period.

MK Soul Statement

Inside all of us exists an adventurous soul – a wild heart that is called from nature to live authentically and free from modern society. For many outdoor and mountain enthusiasts pure freedom and rugged adventure have become a way of life. Mountain Khakis® was developed specifically for this lifestyle. Founded in Jackson Hole, Wyoming, Mountain Khakis is a specialized and precise product line committed to design, quality, consistency, and authenticity.

Brand

What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired apparel brand. Established in 2003 and based in Jackson Hole, 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.

Culture

In the course of our company's 8 years, MK has grown at an extraordinary rate. This is because we've been focused and fanatic about making the best damn apparel 'Built for the Mountain Life'. And in doing so, we've ignited something magical about our brand. We've built loyalty among our dealers and our customers. We've provided exemplary customer service, which makes folks feel special. This results in an excitable word-of-mouth fan-base. Which aligns with our grassroots marketing philosophy. All because of pants. Really? Why? MK is special, and it's because of our people.

Our employees and relationships are our company's greatest assets. Relationships we establish with each other, our customers, our vendors, our investors, our partners and our peers will endure as we embrace change and challenge = the foundation for MK Culture. MK Culture reminds us who we are, where we are going, and why we are having fun doing it! All the while, we'll be making pants, we'll be making friends and we'll be making a difference.

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