



MOUNTAIN KHAKIS® SURVEY: FLANNEL SHIRTS BRING OUT RUGGED, SEXY SIDE

(Jackson Hole, WY - October 3, 2013) – Flannel shirts are everywhere this fall, from Pearl Street in Boulder to Broadway in New York City, and according to a new survey by apparel brand [Mountain Khakis®](#), there's good reason. Of the nearly 400 men and women who participated in the Mountain Khakis "Mad for Plaid" survey, 69 percent said that the flannel shirt has evolved to become a wardrobe staple. For men, almost one-third of respondents said they wear flannel on dates and nearly as many said they wear flannel to work. For women, their favorite way to wear flannel is perfectly fitted as a shirt.

"If you've thought that a flannel shirt was too casual for the office or your favorite restaurant, think again," said Jen Taylor Muhr, creative director for Mountain Khakis. "Today's flannel shirts offer a blend of fabrics often with a touch of stretch to provide a more polished look. There's also more emphasis on different flannel patterns, weights and color combinations so you can really channel your personal sense of style."



According to the survey, more than 72 percent of men said wearing a great flannel shirt makes them feel rugged and handsome. "A flannel shirt offers the best of both worlds of style and ruggedness," said one respondent. Women echoed a similar sentiment with close to 60 percent of female respondents saying that wearing a flannel shirt makes them feel adventurous. "Because flannel is my 'Oh yes I can' shirt," commented one woman.

Women also said that guys in flannel are sexy. "Flannel looks like hard work and toughness; someone who's not afraid to sweat and get a little dirty, and that's sexy," commented one female respondent. "A little outdoors, a little mountains and a little vintage finesse," said another.

"From a product design standpoint, we were thrilled to confirm that both guys and gals preferred to wear their flannel shirts buttoned up," said Taylor Muhr. "Gone are the days of flannel shirts as layering afterthoughts. They are now stylish favorites of both sexes."

According to Taylor Muhr, one of Mountain Khakis' most popular shirts is the Peaks Flannel for men and women with its blend of wool, polyester and Lycra® designed for a more fitted, polished look. Since it was introduced in 2012, it has rapidly become a favorite of weekend warriors and office dwellers alike.

Men who are passionate about their favorite flannel are apparently prepared to share it. More than 90 percent of men surveyed said they find it very sexy when their significant other borrows their flannel in the style of oversized boyfriend wear. The problem? They never get it back.

Mountain Khakis can be found at specialty outdoor retailers or at www.mountainkhakis.com. For store locator, go to www.mountainkhakis.com/find-a-dealer/.

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

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