



MOUNTAIN KHAKIS® OUFITS NATIONAL GEOGRAPHIC CHANNEL'S “BUILDING WILD” SHOW

(Jackson Hole, WY – January 14, 2014) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, outfits [National Geographic Channel's](#) new “[Building Wild](#)” show crew as they construct outrageous off-the-grid retreats in America’s last frontiers.

The show, which premieres tonight, is led by designer [Paul DiMeo](#), who became known for building the impossible over nine seasons on “[Extreme Makeover: Home Edition](#).” Partnering with woodsman and master fabricator Pat “Tuffy” Bakaitis, the duo are ready for what has been billed as perhaps the most rugged construction show ever.

Each week, Paul and Tuffy will transform the unexpected – [Airstream®](#) trailers, grain silos, abandoned train cars - into ‘mancave’ wilderness outposts. True to Extreme Makeover style, each build will be completed in one week.

Mountain Khakis is up for the challenge of outfitting Paulie, as he is known, and Tuffy as they trek in rough terrain to reach these one-of-a-kind building locales. MK built its name on designing rugged, authentic and stylish apparel. The brand’s story resonates with those who embrace the outdoors and the adventurous lifestyle.

"It has been great having the support of Mountain Khakis for ‘Building Wild’," said DiMeo. “We could not do what we do without the support of companies like theirs. Having their clothing, from the quick drying shirts to their flannels to their tough pants, made 'Building Wild' a little more tame."

“Mountain Khakis is all about the adventure-filled, mountain-inspired lifestyle, and ‘Building Wild’ embodies this spirit” said Jen Taylor, creative director for Mountain Khakis. “Much like MK, these guys are up for any challenge – we’re proud to partner up with them!”

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. [MountainKhakis.com](#) Follow MK! MK Facebook • MK Twitter • MK Livin’ Blog • 'Team MK' Facebook

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

For More Information Contact:

Jen Taylor, Director of Creative Development & Public Relations, Mountain Khakis®

(970)250-9682

jen.taylor@mountainkhakis.com