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New Men's Style Survey Finds Khakis are the No. 1 Choice for Updating Wardrobe

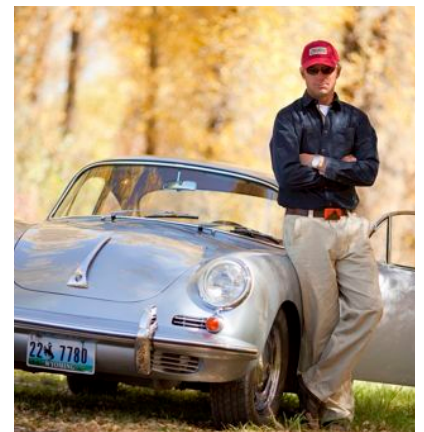
*From the Gentleman Adventurer to Normcore to Urban Chic,
Khakis are at the Heart and Soul of Men's Apparel.*

Like the woman's Little Black Dress, khakis take men from season to season and trend to trend. Why are khakis the most important item in menswear? "Nothing is as versatile as a great pair of khakis," said Noah Robertson, co-founder and design director for [Mountain Khakis®](#), a leading lifestyle apparel brand based in Jackson Hole, Wyo. "If a man wants to dial up his style, khakis are always his first consideration."

According to a new survey from Mountain Khakis of more than 1,000 men, that's exactly what they want: Six out of 10 men said yes to dialing up their style. "Men want to look good, too," said Robertson. "And khakis are the perfect way to update his wardrobe, whether he's dressing for the boardroom or the backcountry."

Khakis are the Foundation of a Stylish Look

Given the choice of any style pant to wear every day, 58 percent of all survey respondents said they would choose khakis. Khakis are especially handy when you aren't sure what to wear. Nearly 80 percent of men said that if the dress code was unclear, khakis are a sure bet. Plus, knowing you've made a good style choice builds confidence—with more than half of the survey respondents saying wearing khakis makes them feel more confident.



Mountain Khakis bestselling [Original Mountain Pant](#) now comes in a slimmer, lower-rise Broadway Fit. The proprietary 10.4oz cotton canvas is unmatched in durability and soft texture. The more they are worn, the better they perform. "For us, making a great pair of khakis is all about comfort, quality and a great fit," said Robertson. "When your brand is built on 'Best Damn Khakis,' it's important to get it right."

No matter what their style, men, it seems, are indeed happily khakis to the core.

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, Wyo., 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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