



## MOUNTAIN KHAKIS® SUPPORTS WOMEN IN THE OUTDOOR INDUSTRY WITH OIWC FUNDRAISER

(Jackson Hole, WY – February 11, 2015) [Mountain Khakis](#)®, a leading mountain-inspired lifestyle apparel brand, announces the success of a recent fundraiser to benefit the [Outdoor Industries Women’s Coalition](#) (OIWC), supporting opportunities for women in the Outdoor Industry.

During the recent [Outdoor Retailer](#) show in Salt Lake City, Mountain Khakis outfitted approximately three hundred women through a pre-sale of one of their Fall 2015 new styles, the Genevieve Jean. The benefit sale raised five thousand dollars for the OIWC.

“Mountain Khakis has been a long-time supporter of OIWC, said Jen Taylor Muhr, partner and creative director for Mountain Khakis. “We told a powerful women’s story with our new collection, while supporting leadership opportunities and workplace equality.”

“We’re grateful to Mountain Khakis for this generous donation,” said Hillary Harding, development director for OIWC. “Our two organizations have partnered on many great initiatives over the years, but this event in particular really speaks to the importance of women and innovation in the outdoor industry. When a women’s product captures the attention of a show like OR, it reinforces our message of expanding offerings and opportunities for women in the outdoor industry.”

“What better way to demonstrate our commitment to OIWC’s mission than with the launch of our new women’s jean,” said Ross Saldarini, MK co-founder and president. “The Genevieve Jean has the potential to be a breakthrough product within the outdoor industry. Although denim dominates women’s pant sales broadly, it is not a product often carried by the specialty outdoor retailer. We see the Genevieve Jean as an opportunity for outdoor retailers to begin to capitalize on this important segment of the women’s market.”

According to MK product manager, Molly Urquhart, “Inspiration behind the Genevieve Jean was driven by feedback from a survey to our female audience. We quickly learned that the jean is a woman’s ubiquitous, go-to pant for any occasion.”

The Genevieve Jean will be available in August for \$84.95 at [Mountain Khakis retailers](#) nationwide and online at [MountainKhakis.com](#).



### About OIWC

Founded in 1996, the Outdoor Industries Women’s Coalition is the only national organization dedicated to workplace diversity and inclusion by expanding opportunities for women and companies in the outdoor, snow, run, and bike industries. To learn more about the OIWC CEO pledge, visit [oiwc.org/pledge](#).

(more)

### 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](http://MountainKhakis.com)

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