



MOUNTAIN KHAKIS PARTNERS WITH FAIR TRADE USA ON RESPONSIBLE MANUFACTURING PROGRAM

Mountain Khakis will launch Fair Trade Certified™ apparel for Spring 2016

(Jackson Hole, WY – July 28, 2015) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces today that it will offer Fair Trade Certified™ apparel beginning with its Spring 2016 collections for men and women.

Mountain Khakis joins an elite group of outdoor and apparel brands partnering with [Fair Trade USA](#), including Patagonia® and PrAna®. The partnership gives workers a voice, and ensures rigorous standards that improve worker health and safety, ensure gender equality and reduce environmental impact.

“Mountain Khakis is committed to responsible apparel manufacturing, and our partnership with Fair Trade USA is an important step in our continuing efforts,” said Ross Saldarini, President of Mountain Khakis. “Having the Fair Trade Certified™ label on our apparel lets the consumer know that MK is committed to workers earning fair wages, investing in their communities, working in safe conditions and protecting the environment.”

Mountain Khakis will launch four new styles for men and women in its Spring 2016 line that will be Fair Trade Certified, with additional styles planned for Fall 2016. The styles include long- and short-sleeve Go Indie Shirts for men made of 100% Indigo-dyed cotton, the women’s Contour Dress and the women’s Wildflower Dress.

“As a design team, we are focused on bringing sustainable manufacturing practices to the forefront of the outdoor industry,” said Ned Hutchinson, Product Manager at Mountain Khakis. “At Mountain Khakis, we believe we can affect real change by making both our customers and our manufacturing partners aware of the critical importance of adopting sustainable apparel for the future. We hope to inspire and educate our outdoor and apparel brand peers to take similar steps.”



For every Fair Trade Certified™ style produced, Mountain Khakis will pay a portion of the garment cost into a designated fund managed by the factory employees. The employees then determine how best to use those funds, called Community Development Premiums, to address critical needs like education and healthcare.

“Today’s shoppers now have the opportunity to make a real difference in the world with their purchases of apparel from companies like Mountain Khakis,” said Maya Spaul, Director of Apparel & Home Goods at Fair Trade USA. “More and more consumers want to know that their clothes are being made under safe, fair, transparent conditions. Fair Trade makes that possible—just look for the label.”

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. Join the conversation [@MountainKhakis](#) and [MountainKhakis.com](#)

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About Fair Trade USA

Fair Trade USA is a nonprofit organization that promotes sustainable livelihoods for farmers, workers, and fishermen; protects fragile ecosystems; and builds strong, transparent supply chains through independent, third-party certification. Its trusted Fair Trade Certified™ label signifies that rigorous standards have been met in the production, trade and promotion of Fair Trade products from over 80 countries across the globe. Recognized as a leading social venture by the Clinton Global Initiative, the Skoll Foundation and Ashoka, Fair Trade USA also provides capacity-building programs at origin and educates consumers about the power of their purchase. Visit www.FairTradeCertified.org.

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