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For Immediate Release

MOUNTAIN KHAKIS® EXPANDS USE OF ORGANIC COTTON AND RECYCLED MATERIALS FOR FALL 2017, DEBUTS SOPHISTICATED URBAN STYLES

Legacy pieces, Original Mountain Pant and Old Faithful Line, Use 100% Organic Cotton and Recycled Polyester

JACKSON HOLE (December 13, 2016) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, has increased its use of organic cotton and recycled polyester for fall 2017. Legacy pieces such as the iconic Original Mountain Pant now use 100% organic cotton, while the popular Old Faithful collection is entirely composed of recycled polyester. Aligning with the trend of more outdoor adventures taking place in and around cities, the brand will debut modern silhouettes for urban outdoor enthusiasts. Men's and women's lines have expanded to combine more refined detailing including leather trims, slimmer cuts, street style colorways and western inspired prints, altogether using fabrications with best in class technology. Mountain Khakis will display its fall 2017 line at booth #21001 at Outdoor Retailer Winter Market, Jan. 10-12, in Salt Lake City.

"One of every five items we ship in fall 2017 will be made of organic or recycled materials," said Noah Robertson, co-founder of Mountain Khakis and director of product development. "Our apparel collections present thoughtfully designed modern looks that convey the mountain lifestyle, while focusing on sustainability and performance. Consumers are looking for practical and stylish apparel that aligns with their values and fits equally in urban landscapes just well as it does in the mountains."

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Mountain Khakis® Expands Use of Organic Cotton and Recycled Materials, Introduces Sophisticated Styles for Urban Consumers for Fall 2017

Beyond the iconic Original Mountain Pant, additional organic cotton pant styles for men include the Flannel Original Mountain Pant, the Alpine Utility Pant and the Original Field Pant. The new Fourteener Fleece features stretch canvas trim details and canvas reinforced elbow patches, a great commuter piece for a brisk walk from the subway to the office. Combining comfort and style, the classic fitting Lundy Flannel Shirt is made of 100% cotton flannel yarn dye, ideal for social gatherings and jaunts on brisk fall days.



Men's Flannel Original Mountain Pant
MSRP: \$99.95



Men's Fourteener Fleece Jacket
MSRP: \$149.95



Men's Lundy Flannel Shirt
MSRP: \$69.95

For women, the popular Old Faithful Coat now utilizes 100% recycled polyester. It features a brushed interior for comfort, a textured knit sweater exterior with six pockets and falls at the mid-thigh for increased warmth and style on cold nights.



Women's Old Faithful Coat
MSRP: \$164.95



Women's Fireside Fleece Jacket
MSRP: \$149.95



Women's Shady Lady Shirt Jac
MSRP: \$199.95

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The women's Fireside Fleece Jacket will be just at home in SoHo as in Jackson Hole, presenting leather trim and polyester high pile fleece lined with additional polyester and a double-layer fleece collar. The Shady Lady Shirt Jac has an exterior fabric consisting of wool, polyester and rayon, a lining of nylon taffeta, and an insulation layer of quilted poly fill, with personal touches like adjustable cuffs, a button front and unique color patterns in a relaxed fit that falls to the hip.

This winter, Mountain Khakis opened its first brick and mortar locations including the brand's flagship store in Denver's historic Larimer Square and at the base of Jackson Hole Mountain Resort. The new physical stores emphasize an increased focus on the changing definition of the outdoors, which is becoming more lifestyle-focused and more fully inclusive. Both stores showcase Mountain Khakis' iconic selection of mountain-inspired lifestyle apparel and accessories for men, women and kids.

About Mountain Khakis®

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, Wyoming 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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