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For Immediate Release

**MOUNTAIN KHAKIS EXPANDS TECHNICAL FEATURES, WOMEN'S OFFERINGS
AND ACCESSORIES FOR SPRING 2017**

*Increased Commitment to Sustainability and Fair Trade Key Themes;
Continued Focus on Camber Pant and Performance Cotton Heritage*

JACKSON HOLE (July 20, 2016) – [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, will expand its performance features and fabrics, significantly increase its women's offerings, and broaden its accessory choices for Spring 2017. In addition, the brand is furthering its commitment to sustainability, introducing a wider range of organic and bluesign® approved fabrics and Fair Trade Certified™ apparel. Mountain Khakis will also debut its partnership with the [Renewal Workshop](#), an apparel upcycling/recycling initiative, to create a certified refurbished program for MK apparel. Finally, Mountain Khakis will continue building upon its performance pants legacy for men and women, offering six diverse styles of the Camber Pant. Mountain Khakis will display its Spring 2017 line at booth #18009 at Outdoor Retailer Summer Market Aug. 3-6, in Salt Lake City.

"Mountain Khakis is evolving for Spring 2017," said Noah Robertson, co-founder of Mountain Khakis and director of product development. "The expansion of our line combining mountain style with more technical detailing reflects what is going on in the marketplace; it is a natural progression for Mountain Khakis. Consumers are asking more from their apparel, regardless of whether this is for a night out in the city, a casual hike or weekend travel. We have significantly added to the women's line answering the

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demand from female consumers looking for versatile, mountain inspired apparel. Having great looking and practical accessories completes the head to toe look, giving consumers more choices.”

Building upon its existing technical details, Mountain Khakis has incorporated more performance features throughout the line, never compromising style, including reflective detailing, shoulder venting, lower profile, quick access pockets, and UV protection.

The women’s line has free-spirited options including playful shirts, tanks, tunics, rompers, dresses, and shorts, ideal for both a weekend in the city and an afternoon on the trail. The brand’s mountain town style is especially evident in the new Jenny Tunic. With a relaxed fit and flowing silhouette, the top exemplifies Mountain Khakis’ commitment to comfort and fashion. Building on its performance pants legacy, Mountain Khakis introduces the women’s Cruiser II Pant in Classic Fit. With mid-rise stretch, the straight leg pant features a flattering shaped back yoke. The Cruiser is built with quick dry fabric, 40+ UPF and complete with roll tabs to convert to capris. Increasing dress varieties, the Sedona Dress has quick-dry wicking, a built-in shelf bra and is available in two color prints and solid black.



Jenny Tunic
MSRP: \$69.95



Cruiser II Pant
MSRP: \$94.95



Sedona Dress
MSRP: \$69.95

The men's line builds on the trusted quality and performance of the Original Mountain Pant with apparel that easily transitions from basecamp to the boardroom. The P.B.R. Trail Short Sleeve Shirt, named for the mountain bike trail Mountain Khakis helped construct in Fruita, Colo., through its collaboration with Singletrack Trails, is "certified" for pumps, berms and rollers with a stretch cotton blend and built in sun protection. The shirt has airflow venting, reflective snaps and tabs. The men's Commuter Short in Slim Fit transitions from day to night with reflective tape on the back pocket flap that can be tucked in when not needed. These shorts provide extra flexibility for climbing hills with a spandex twill weave. With a relaxed fit, 100% cotton, and faux tortoise buttons, the Zodiac Signature Print Shirt features Mountain Khakis' limited-edition constellation print, showcasing an outdoor sports inspired starry sky.



P.B.R. Trail Short Sleeve Shirt
MSRP: \$74.95



Commuter Short Slim Fit
MSRP: \$84.95



Zodiac Signature Print Shirt
MSRP: \$64.95

The bags and accessories collection is enhanced with additional functionality and classic rugged mountain appeal. The new Compass Cooler is 24.5 liters, enough space to carry 50 cans of a preferred beverage. Wrapped tote handles, rope side handles, waterproof drop-in liner and a bottle opener lanyard complete this easy-to-clean cooler. The Limited Edition Market Tote is offered in three distinct patterns and includes a climbing rope grab handle, ideal for farmers' markets or beach trips.



Compass Cooler
MSRP: \$149.95



Limited Edition Market Tote
MSRP: \$84.95

Both the men and women's line include items that exemplify Mountain Khakis' continued commitment to sustainability. The new men's Fair Trade Certified™ Cottonwood Short Sleeve shirt comes in a relaxed fit with faux horn buttons, while a new line of T-Shirts for women includes 100% Certified Organic Cotton jersey or a blend of 60% Certified Organic Cotton and 40% recycled polyester.



Cottonwood Short Sleeve
MSRP: \$59.95



Feather T-Shirt
MSRP: \$34.95

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Committed to extending the product lifecycle and minimizing landfill, the partnership with the [Renewal Workshop](#), an apparel upcycling/recycling initiative, enables Mountain Khakis to effectively source apparel that is returned, damaged, defective, out of season, or otherwise unfit for sale through various give-back programs.

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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