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MOUNTAIN KHAKIS NAMES JENNIFER SLACK SENIOR PRODUCT DEVELOPER TO FUEL EXPANSION OF MEN AND WOMEN'S APPAREL OFFERINGS

JACKSON HOLE, Wyo. – (June 28, 2016) – Reinforcing its commitment to expand its men and women's offerings, [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, today named Jennifer Slack senior product developer. She will play a key role in expanding the direction of Mountain Khakis' offerings while heralding the brand's mountain town heritage. She joins the product development team in the company's Wilson, Wyo design studio under the leadership of Noah Robertson, co-founder and director of product development and design. Her appointment is effective immediately.

Slack, a seasoned industry product expert, has over 18 years of experience in the outdoor and action sports apparel industries. She has a proven track record through her previous work with industry leaders including Patagonia, O'Neill and Remington. During her eight-year period at Patagonia, Slack worked across collections, developing the trail running and performance base layer lines and lead the enhancement efforts in the Watergirl and Men's Surf collections. At Remington, Slack was a senior developer, designer and brand manager, driving the design of technical outerwear and lifestyle pieces.



"Jennifer's extensive knowledge of women's apparel will help drive the growth of this important segment for Mountain Khakis," said Robertson. "The caliber of her experience and understanding of our brand and men and women's market trends is an invaluable asset in supporting our goal of building our collection and introducing more consumers to our brand."

"Mountain Khakis is on fire," said Slack. "I look forward to taking both our men and women's lifestyle product range to the next level. This opportunity to work between design and development in Jackson Hole is a career goal which has finally come to fruition. I'm happy to

have found a new home with my longtime industry peers at Mountain Khakis.”

An outdoor enthusiast, Slack shares Mountain Khakis’ mountain town ethos. After spending time in Colorado working at the ski resorts in her twenties, Slack made it a goal to return to mountain town living.

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](https://www.MountainKhakis.com)

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