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## **MOUNTAIN KHAKIS ANNOUNCES OPENING OF RETAIL STORE AT JACKSON HOLE MOUNTAIN RESORT FOR 2016-2017**

*Venue to showcase mountain town inspired apparel and gear*

**JACKSON HOLE - (October 11, 2016)** – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, is opening its first brick and mortar retail location at Jackson Hole, Wyo. on Nov. 24, 2016. The 550 square-foot store will be operated in partnership with Jackson Hole Mountain Resort and will offer visitors premium apparel and gear for men and women. The grand opening event will take place on Saturday, Nov. 26, 2016.

“Mountain Khakis was born with a conversation at the Shady Lady Saloon in Jackson fourteen years ago,” said Ross Saldarini, president of Mountain Khakis. “Our roots are here in Jackson and we look forward to launching our first retail presence in a place so special for the brand. Sharing our apparel inspired by the iconic Tetons, at the base of such a legendary ski destination, is a perfect fit for our consumers. We are grateful to the Jackson Hole Mountain Resort team for seeing the potential of this partnership.”

Mountain Khakis’ has been designed locally at its design studio for years and is headed by local resident Noah Robertson. Robertson leads a team of experienced designers that has a proven track record in how to product quality apparel and gear that straddles the world of outdoor performance and lifestyle.

With the store opening at the end of November, resort guests will have an additional retail option for this year’s holiday shopping. Mountain Khakis will be located adjacent to Teton Village Sports in a slope side store front. The store will carry a selection of apparel for both men and women, from pants and flannels, to sweaters and outerwear. Limited edition Mountain Khakis branded Jackson Hole Mountain Resort gear will all be available for purchase.

The grand opening celebration will take place on Small Business Saturday, a national retail holiday encouraging consumers to shop locally. The grand opening event will include contest giveaways, with a signed item from Zac Brown Band as one of the prizes.

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*The Original Mountain Pant: The pant that started it all.*

### **About Jackson Hole Mountain Resort**

Jackson Hole continues to famously deliver our legendary powder snow, 4,136 continuous vertical feet, 2500 acres of the best beginner, intermediate and expert skiing and snowboarding and a genuine "Last of the Old West" atmosphere. Neighboring the legacy U.S National Parks of Yellowstone and Grand Teton and operating in Bridger Teton National Forest, there is no more spectacular setting for a destination resort in the world. Now with twelve nonstop cities (and hundreds of international connections) flying to the newly expanded airport, Jackson Hole is one of the most easily accessed destination resorts in the Rockies. For route maps, ski packages, web cams, videos and more please visit [jacksonhole.com](http://jacksonhole.com) or [facebook.com/jacksonhole](https://facebook.com/jacksonhole)

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

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