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**MOUNTAIN KHAKIS OPENS PREVIEW STORE FEATURING MOUNTAIN TOWN-
INSPIRED APPAREL AND ACCESSORIES ON DENVER'S HISTORIC LARIMER
SQUARE ON NOV. 17**

Flagship retail store will open February 2017

DENVER- (October 18, 2016) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, is opening its first independently owned retail store at 1412 Larimer Street in Denver, Colorado this February. For the coming holiday season, Mountain Khakis will open a 600 square foot preview store November 17th through year-end. It will feature the brand's iconic selection of mountain-inspired accessories and apparel. The preview store will also play host to Santa and visitors, as part of [Larimer Square's](#) popular holiday tradition, every weekend from Thanksgiving to Christmas. The grand opening of the flagship store will be Feb. 15, 2017.

“Mountain Khakis was born in the mountains so it is natural for us to open our first independent retail location - our flagship store - in the mile-high city,” said Ross Saldarini, president of Mountain Khakis. “Larimer Square is a vibrant block that perfectly suits our brand's playful spirit and we look forward to establishing roots in the Denver community. The store will provide outdoor and fashion devotees a closer look at our Jackson Hole heritage which showcases a fusion of old west and new west flair combined with urban appeal.”

“We are thrilled to welcome Mountain Khakis' first ever retail location to Larimer Square,” said Jeff Hermanson, president & CEO of Larimer Associates. “Our goal on the historic block is to provide unique retail opportunities and Colorado-specific experiences not found anywhere else. Opening the doors to Mountain Khakis' flagship retail store provides locals and visitors to Denver with the opportunity to experience a brand that they've loved for years and expands our collection of regionally exclusive, independent retailers on the block.”

Mountain Khakis' offerings for men and women carry consumers from the trail to the city streets with rugged yet refined apparel and accessories. Pants, tops and outerwear include performance details, without sacrificing style. In addition, Mountain Khakis offers one-of-a-kind accessories, from canvas market tote bags fashioned with recycled climbing rope, to handcrafted glass belt buckles, artisan-made trade bead bracelets and USA crafted leather luggage.

In addition to hosting Larimer Square's Santa visits during the holiday season, the preview store will give customers added options for this year's holiday shopping and an exciting opportunity to embrace Small Business Saturday on Larimer Square. The holiday showcase features the latest

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Mountain Khakis apparel and accessories for both men and women and will give consumers a preview of what to expect when the flagship store opens this February.

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.

About Larimer Square

Larimer Square, a single historic block located between 14th and 15th on Larimer Street in downtown Denver, is home to more than 20 independently owned, unique and regionally exclusive boutiques and has one of Denver's most significant collections of local, chef-owned restaurants. For more information on happenings, special offers and other events, visit LarimerSquare.com or follow the Square on Facebook at facebook.com/larimersquare and on Instagram at [Larimer_Square](https://www.instagram.com/Larimer_Square).

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