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For Immediate Release

**MOUNTAIN KHAKIS DEBUTS SLIMMER FITS, CITY STYLING, AND SUSTAINABLE
TECH FABRICS FOR SPRING 2018**

*Enhanced line showcases wider palette of colors and increased tech features for sun protection
and quick-dry versatility*

JACKSON HOLE (June 21, 2016) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand for men and women, has expanded its line for spring 2018 with sustainable fabric blends, new slimmer fits and a broader selection of colors providing versatile apparel that performs from trail to tavern. Spring '18 brings brighter, youthful color pallets with bold prints and plaids reflecting the Mountain Khakis' persona with a blend of textiles resulting in soft lines, functionality, and comfort. In addition, the brand will increase its pant offerings with new slimmer fits and styles. Mountain Khakis' spring 2018 line will be on display at booth #8009 at Outdoor Retailer Summer Market, July. 26-29, in Salt Lake City.

"The spring '18 line features new fusions of materials that combine performance and comfort with a classic Jackson Hole-inspired style," said Noah Robertson, co-founder of Mountain Khakis and director of product development. "Building upon our reputation as pant experts, the new slimmer fits and active styles meld functionality with a great, easy look that performs equally for mountain town and urban commutes."

The Passage series of t-shirts and hoodies use FreshGuard® technology which keeps consumers fresh by minimizing odors, has UPF 50+ and has a blend of Tencel®, polyester and Spandex drirelease. The Tencel®, a material regenerated from wood cellulose, adds a beautiful soft drape to the fabric while continuing Mountain Khakis' sustainability commitment. The drirelease has hydrophobic and hydrophilic fibers that pull excess moisture from the skin

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releasing it into the air, keeping enthusiasts dry and comfortable. The Women’s Static Peak Jacket is super lightweight at just over one ounce and is water resistant, ideal for spring or summer adventures.



Women’s Static Peak Jacket
MSRP: \$79.95

Prints and styles inspired by Mountain Khakis hometown of Jackson shine throughout the line. For example, the men’s Chee Pono Short Sleeve Shirt is a Rocky Mountain take on the classic Hawaiian shirt featuring a Wyoming wildflower print (“chee pono”: Hawaiian expression for hell yeah!) and the Horizon Short Sleeve Shirt, inspired by Teton sunsets in full cotton dobby for durable comfort. The women’s Haven series features soft denim with a modern fit in a lightweight tank with a flattering cut and keyhole back.



Men’s Horizon Short Sleeve
MSRP: \$74.95



Women’s Haven Tank
MSRP: \$59.95

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

The new AMP, or All Mountain Pant, is a lightweight, stretch version of the brand's best-selling Original Mountain Pant, made with organic cotton and features the signature MK angled, reinforced hand pockets, a hidden side-seam extra deep pocket, and "mudflap" reinforced heel cuffs. The men and women's Teton Crest series has a lightweight cotton feel with a nylon blend for a durable, active pant suitable for hiking, climbing, or just cruising the city. The LoDo Pant, short for "Lower Downtown" Denver, the site of the Mountain Khakis flagship store, has the slimmer fit option with a tailored leg.



Men's LoDo Pant
MSRP: \$89.95



Women's Teton Crest Short
MSRP: \$69.95



Men's All Mountain Pant
\$84.95

Mountain Khakis is currently on its cross country [Hell Yeah! Tour](#) traveling from Washington, D.C. to its new Denver flagship store. Stopping at over 150 outdoor retailers, craft tap houses and outdoor lifestyle festivals, the tour celebrates the intersection of craft beer and the outdoor lifestyle, while encouraging community advocacy and a "call to action" inviting consumers to bring in their well-worn Mountain Khakis apparel for recycling and repurposing. Outdoor Retailer attendees are invited to stop by the *Hell Yeah! Tour* rig at Outdoor Retailer Summer Market on the South Plaza July 26-29.

About Mountain Khakis®

Mountain Khakis® Debuts Slimmer Fits, City Styling, and Sustainable Tech Fabrics for Spring 2018

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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