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MOUNTAIN KHAKIS® HOSTS GRAND OPENING OF DENVER FLAGSHIP STORE IN HISTORIC LARIMER SQUARE APRIL 1

First Store Begins Mountain Khakis' Retail Expansion

DENVER - (March 21, 2017) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, will host the grand opening of its first flagship retail store in [Denver](#)'s historic [Larimer Square](#) April 1, 2017, 10:00 a.m. to 9:00 p.m. The event establishes the brand's permanent brick and mortar presence in Denver. The day's festivities include a live bluegrass band, complimentary beverages and Mountain Khakis' giveaways.

"The store represents a logical next step in the growth of our business and centers us squarely in the pulse of one of the capital cities of the outdoor industry." said Ross Saldarini, president of Mountain Khakis. "Denver is the perfect big mountain town to plant the first MK retail flag. Not only is the city in the midst of a robust revitalization, its residents are the Mountain Khakis' profile customer - people passionate about the outdoors with a serious appreciation of style and performance that work hard and play harder."

"As the outdoor industry grows in the United States, the real innovators are companies that span the divide across multiple western states," said Luis Benitez, director for [Colorado's Office of Outdoor Recreation Industry](#). "We are proud to welcome Mountain Khakis as a regional partner to deepen that intermountain west relationship with the Jackson Hole based company. The brand brings thoughtful innovation and a passion for conservation to our community."

The 1,800 square foot Larimer Square store is managed by Mountain Khakis' director of retail sales, Steve Carpenter, who brings 27 years of experience leading [REI](#) stores. Store offerings include apparel for men and women that easily transitions from tailgate to trailhead to tavern, as well as one-of-a-kind accessories like canvas bags fashioned with recycled climbing rope, handcrafted glass belt buckles and made-in-the- USA leather luggage. New product arrives in store every eight weeks.

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.

*Mountain Khakis® Hosts Grand Opening of Denver Flagship Store in Historic Larimer Square
April 1*

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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