



Mountain Khakis Launches Rainmaker Jacket Series for Fall/Winter 2018

Rain-Proof, PVC-Free Rainmaker Inspired by Jackson Hole's Worst Conditions

JACKSON HOLE, WY (January 12, 2018) – [Mountain Khakis®](#), the leading mountain town-inspired lifestyle apparel brand for men and women, enters the rainwear category with a splash! New for Fall/Winter 2018: the *Rainmaker Jacket* series. Fully waterproof, warm and supple, the *Rainmaker Jacket* keeps both men and women dry, even on the gnarliest days – no more excuses.

“We’ve taken the *Rainmaker Jacket* to task in every possible weather scenario. Downpour on the river, wet snow in early fall, mud season in the spring and it performs beautifully no matter the conditions,” said Noah Robertson, co-founder of Mountain Khakis and director of product development. “We built a jacket that not only handles the elements with ease and style, but does it in an environmentally friendly way.”

Fully waterproof with welded seams, the naturally soft and flexible PU (polyurethane) used in the *Rainmaker* is a green alternative to PVC in both production and after-care. Naturally soft and flexible, PU doesn’t require solvents for softening in the manufacturing process. PU is also designed to deteriorate after a period of use, where PVC never degrades.

Features:

- Vision® Zipper Covered with Snap Placket
- Removable Hood
- 5.9 oz., 65% Ply/35% PU
- Subtle Matte Finish
- Relaxed Fit
- Colors: Wintergreen, Navy (men) Navy, Sunshine (women)
- \$139.95

The *Rainmaker Series* and the entire Mountain Khakis Fall/Winter 2018 product line will be on display at the upcoming Outdoor Retailer + Snow Show (Jan. 25-28) in booth #51080-UL.

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](#).

Media Contact:

Alli Noland
Terra Public Relations
AlliN@terrapublicrelations.com
307.699.4572



Men's Rainmaker Jacket in Wintergreen



Women's Rainmaker Jacket in Sunshine