



## Mountain Khakis®: The Pant Authority *Built for Mountain Life*® *MK Continues Tradition for Spring/Summer 2019*

**JACKSON HOLE, WY** (July 2, 2018) – Purveyor of pants for every activity, [Mountain Khakis](#)®, the leading mountain town-inspired lifestyle apparel brand for men and women, continues its domination in the outdoor and casual apparel market with pants *Built for Mountain Life*®. Featuring new styles for adventure seekers, best sellers with a new organic, stretch spin, and lightweight favorites for warmer temps, the new Spring/Summer 2019 line-up will put a skip in any step.

“Since 2003, we have designed our pant collection with pride, integrity and innovation, and our Spring/Summer 2019 line lives up to the ‘rugged yet refined’ mountain culture standards on which our brand was founded,” commented Noah Robertson, Mountain Khakis’ Co-Founder/Director of Product Development & Design.

The new **Original Trail Pant**, **Stretch Poplin Pant**, and the summer-perfect **All Mountain Pant** each bring a little something unique to the table.

### **Original Trail Pant**

This is the ultimate, 4-season King of the Outdoors pant. Comfortable protection from dew-covered grass, dusty trails and rocky outcroppings. The multitude of features in this lightweight, stretch, UPF 50+ hybrid pant result in maximum durability and mobility with minimal weight. Stretch inseam action gusset and rear waist panels for ‘step-up’ flexibility. 5 pockets including signature MK angled hand pockets and zippered right thigh security pocket. Reinforced seat & boot-height knee panels. MK Bison gripper elastic interior waistband. “Mudflap” reinforced heel cuffs with button holes on outseam (simply string a shoelace through to cinch cuffs). Body fabric: 4.7oz 75% cotton, 25% nylon. Accent fabric: 3.8oz 92% nylon, 8% spandex. Classic fit. Colors: Terra, Gunmetal and Tobacco (shown). MSRP: \$99.95



Men's Original Trail Pant (Tobacco)

### **Stretch Poplin Pant**

Hit the beach or the BBQ, or if you have to, dress 'em up for more sophisticated functions like brunch with the in-laws. The stretch, organic cotton/poly blend has a super-crisp feel that washes without wrinkles, handy for low-maintenance lifestyles. Includes all MK signature features: diamond-shaped action gusset, hidden right pocket and angled front pockets, triple-stitched seams, 'mudflap' reinforced heel cuffs, grosgrain-lined waistband (relaxed fit only) and extra bar-tac reinforcements. 4.5oz 57% organic cotton, 40% poly, 3% spandex. Relaxed & Slim fits. Colors: Breeze, Khaki, Navy, Oatmeal, Rojo (shown). MSRP \$67.95



Men's Stretch Poplin Pant (Rojo)

(more)

### **All Mountain Pant**

MK's All Mountain Pant is the summer-weight version of our #1-selling classic OMP. MK lightened the weight of the organic canvas from 10.4oz (OMP) to 6.2oz (AMP) and added stretch. Red bar-tac stitch accents for pops of attitude. Includes all MK signature features: diamond-shaped action gusset, hidden right pocket and angled front pockets, triple-stitched seams, 'mudflap' reinforced heel cuffs, grosgrain-lined waistband and extra bar-tac reinforcements. 98% organic cotton/2% spandex. Multiple Fits (Slim Fit & Relaxed Fit). Colors: Chestnut (shown), Firma, Gunmetal, Yellowstone, Freestone. MSRP: \$84.95



**Men's All Mountain Pant (Chestnut)**

The entire Mountain Khakis Spring/Summer 2019 product line will be on display at [Outdoor Retailer](#) Summer Market (July 23-26) in booth 49014-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. Catch the vibe [@MountainKhakis](#) and [MountainKhakis.com](#).

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