



## Mountain Khakis Builds Hemp Hype for Spring/Summer 2019

*MK Committed to Sustainable Eco-Friendly Hemp Materials*

**JACKSON HOLE, WY (June 12, 2018)** – [Mountain Khakis](#)®, the leading mountain town-inspired lifestyle apparel brand for men and women, introduces several new styles for Spring/Summer 2019 featuring sustainable, comfortable, breathable, antimicrobial and moisture-wicking hemp-blend fabrics.

The new Women’s **Sydney Series**, Men’s **Hutch Polo** and Men’s **Humidor Shirt** all boast material made from the eco-friendly hemp plant, which requires no pesticides, produces more oxygen than most trees, is 4 times stronger than conventional cotton and can be cultivated in as little as 100 days.

“Incorporating hemp fabrics into our product line has been a short and long-term development goal,” commented Ned Hutchinson, Mountain Khakis lead product designer. “The challenge with any fabric is getting a finished product that meets Mountain Khakis standards for comfort, style and durability. We found the sweet spot by blending hemp with other fibers, including organic cotton to create buttery soft, breathable pieces that are perfect for warmer weather and better for the planet.”

### **Women’s Sydney Series**

The Sydney Tank Dress, Tank and Short Sleeve shirt are saving the world, one comfortable afternoon on the back porch at a time. Blending organic cotton and hemp for an ultra-soft, sustainable fabric, the Sydney series combines that magic into three summer-cozy styles to cover the week’s chill scene. The strappy Tank Dress and Tank feature an A-line silhouette, while the Short Sleeve Shirt features a self-fabric chest accent panel and loose, flowy silhouette. All are flirty, fun and comfortable. Relaxed fit. 3.5oz 70% organic cotton, 30% hemp.

Colors: Rojo, Twilight, Sage. Sydney Tank Dress MSRP \$54.95 / Sydney Short Sleeve MSRP \$54.95 / Sydney Tank MSRP \$44.95



Sydney Tank Dress (Rojo), Short Sleeve Shirt (Twilight), Tank (Sage)

### **Men’s Hutch Polo**

Channel your inner Hutch and let the good times roll. It all starts with this sweet organic hemp polo, and it’s all about subtlety. Contrast trim on inside of placket, contrast stitching along inside collar band, and unique contrast stitch detail on pocket hem. Coconut buttons. 3.5oz 70% organic cotton, 30% hemp. Classic fit. Colors: Twilight, Slate, Sage (shown). MSRP: \$59.95



Hutch Polo Shirt in Sage

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**Men's Humidor Short Sleeve Shirt**

Humid nights. Smoke from hand-rolled cigars. The sounds of a distant steel drum and ice against your glass. Laughter everywhere. Your skin still warm from the day's sun. The Humidor's unique stretch hemp fabric is anti-microbial and has a light, linen-like hand, perfect for summer nights. Its coconut buttons and cuffs beg to be worn loose. 4.2oz 54% hemp, 44% lyocell, 2% spandex. Classic fit. Colors: Cream, Twilight. MSRP: \$84.95



Humidor Long Sleeve Shirt in Twilight

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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