



Mountain Khakis Proprietary 10.4 Ounce Canvas: More Than Meets The Eye

JACKSON HOLE, WY (June 20, 2018) – [Mountain Khakis®](#), the leading mountain town-inspired lifestyle apparel brand for men and women, is known for their... Pants.

Outstanding fit and signature style details are important, but it all starts with the fabric. That's what makes MK's Original Mountain Pant the hands-down best pant for work and play: a combination of style, fit and superior fabric.

The year: 2003. The challenge: a pant to withstand the rugged nature of living in the mountains. In their personal experiences, MK designers found that the canvas fabrics hanging in their closets often suffered a quick death when pitted against the fortunate rigors of the live-work-play balance of Jackson Hole. In their research they discovered that most khakis are composed of loosely-woven fibers in a 1x1 ply or 1x2 ply weave. They may have appeared burly on the hanger but didn't withstand the test of time. Working toward a vision of the best damn pants, MK's designers and suppliers created an original, proprietary 10.4 ounce canvas fabric which is founded on the basis of a tighter-woven fiber, constructed with a "2x2 ply weave.

"Our certified Organic 10.4 ounce 2-ply cotton canvas is proprietary to Mountain Khakis, and you won't find another canvas pant fabric like it on the market," said Ned Hutchinson, Lead Product Designer at Mountain Khakis. "We've worked really hard over the years to engineer the ideal balance between weight, tear strength, durability and wearability. Two-ply yarns are twisted together before being woven into fabric, and if not done right, can result in a fabric that wrinkles easily after wash or that has reduced durability and tear strength. We've worked with our mill over many years to find the perfect twist ratio to make the fabric durable, good looking and easy to wear right out of the dryer."

Hutchinson continued, "but even before the fabric is woven, our yarns are ring spun, created by twisting and winding the yarn upon itself simultaneously and continually to align all the fibers in the same direction, holding the fibers together and creating a more durable yarn. Overall, this means we've put in between 2 and 4 extra steps before our signature canvas is even woven, and the result is one hell of a pair of britches."

The (official) result: MK's proprietary 2x2 ply weave is a more durable fiber in a denser weave, resulting in a more rugged cotton canvas that has been found to wear longer, resist crazy abrasion and provide natural weather-resistance. In fact, by nature of the weave alone, they're semi wind- and water-repellant.

Fans of Mountain Khakis spin tales of being actually saved by their pants from harm's way; including chainsaw slips, dog attacks, camel and rattlesnake bites where the canvas wasn't compromised, saving the wearer from impending stitches and possible disease. (*Please note,

these are customer testimonials; Mountain Khakis does not suggest their fabric will withstand such extreme examples of penetration)

The legendary durability of the OMP usually means 7+ years of hard use in most cases, but there are a number of pairs still making the rounds after 14 years of use and abuse... adding to the patina, and the legend.

There's a pair of Mountain Khakis for just about every size and shape. Available in Slim and Relaxed fits, in 35 sizes including 28-44" waists and 30", 32", 34", 36" inseams.

So the next time you're looking for a pair of pants that's ready to make the journey with you, start with the pant that started it all - the Mountain Khakis Original Mountain Pant, now proudly 100% organic!

The Original Mountain Pant and entire Mountain Khakis Spring/Summer 2019 product line will be on display at Outdoor Retailer Summer Market (July 23-16) 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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