



## Mountain Khakis Combines Mountain Casual with Surf Vibe for Spring/Summer 2019

**JACKSON HOLE, WY** (June 4, 2018) – [Mountain Khakis](#)®, the leading mountain town-inspired lifestyle apparel brand for men and women, brings the coastal vibe to the mountains with their surf-inspired apparel for both men and women.

“Although Wyoming may not be top of mind when people think about sand and surf, you’d be surprised how surf culture is celebrated here in Jackson Hole,” commented Noah Robertson, Mountain Khakis’ Co-Founder/Director of Product Development & Design. “We play all summer in mountain streams, rivers and lakes and travel to destinations in the off-season to quench our thirst for surf. Mountain and coastal communities share a similar vibe, cultural experiences and joys.”

### ***New M’s & W’s Rapid Hoodie***

A mix of mountain and surf vibe means comfort rules and greatness unfolds. The **Rapid Hoodie** is built for swift-moving waters and chill beach attitude alike. Soft terry interior, adjustable hood, kangaroo pocket, rib knit cuffs and hem. 6.5oz 60% cotton, 40% poly. Classic fit. Women’s features two stripes on the sleeves with base colors of Lunar or Sky. Men get three stripes on top of Calypso, Lunar or Engine Red. MSRP \$99.95



Men's Rapid Hoodie in Calypso



Women's Rapid Hoodie in Calypso in Sky

### ***New M’s & W’s Sandbar Short***

Skip rocks a little longer into the afternoon with this playful summer silhouette. A low profile self-fabric waistband offers a clean finish and the front slash patch pockets evoke thoughts of days on the water.



Men's Sandbar Short in Rojo



Women's Sandbar Short in Rojo

**Women's:** This classic flattering design has been MK'ified with modern touches like pick stitching and patch-on back pockets for additional visual interest. Flattering classic fit, mid-rise, straight leg. Sandbar Short Colors: Linen, Rojo (shown), Navy. MSRP \$64.95

**Men's:** Inseam action gusset. 4 reinforced pockets. Elastic waistband with zipper fly and removable drawcord. Triple-stitched seams and bar-tac reinforcements. 4.9oz 97% cotton, 3% spandex. Slim fit.. Colors: Desert Khaki, Glow, Rojo (shown), Navy. MSRP \$69.95.

### ***New Women's Passage Hoodie***

Summer sun = more coverage = Passage Hoodie. A full day on the river calls for wicking Polyester/Tencel/Spandex drirelease® fabric with 50+ UPF, and extra sun-proofing details designed in, like a funnel neck hood and low-profile performance thumb loops for full back of hand coverage. A drop tail hem and articulated side panels look feminine while the raglan sleeves bring it back down to earth. As the sun gets lower, it will also keep the chill away until a jacket can be found. Classic fit. Colors: Heron Heather, Gunmetal Heather (shown). MSRP \$84.95 \*Also available for Men



Women's Passage Hoodie in Gunmetal Heather

The 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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