



## Mountain Khakis SeaWool™ Yarns and Insulation Recycled Insulation from the Sea

**JACKSON HOLE, WY (OCTOBER 25, 2018)** – Working with their suppliers, [Mountain Khakis®](#) has adopted a new yarn and insulation with superior materials that are made from crushed oyster shells and blended with post-consumer recycled Polyfill (Insulation) or post-consumer recycled PET bottles (Yarn). Enter SeaWool™ Yarn and SeaWool™ Insulation.

Yes, you read that right—oysters, the sheep of the sea. Expanding Mountain Khakis’ eco-story, SeaWool combats the environmental and visual issues occurring on the beaches of Asian countries and is a win-win by combining otherwise discarded shells and recycled PET bottle into a new yarn/fabric whose structure shares 98% of wool’s traits, with a few added bonuses like building a circular economy, anti-static properties and easy care.

Manufactured in a bluesign® system partner mill (a third win), SeaWool uses a proprietary heat process to combine crushed oyster shells with recycled poly fibers from post-consumer recycled PET bottles to create a fiber that’s great for both yarns and insulation fill. MK is using SeaWool for both applications, starting with a limited offering for Fall 2019 and expanding in 2020.

“We’re always looking for new, natural materials that can enhance our apparel, while limiting our impact. SeaWool offers a unique opportunity to remove waste and build a superior product at the same time,” said Ned Hutchinson, Senior Product Manager at Mountain Khakis. “The CLO value of the Insulation is even higher than other branded insulations of the same weight, and the yarns offer amazing hand and drape with so many of the same properties of wool, it makes sense to have it in the name.”

SeaWool Yarn benefits are many, including anti-static, odor-blocking, quick-dry and offers low thermal conductivity and superior warmth-to-weight ratio. All that and it’s incredibly soft, too.

SeaWool Insulation is also anti-static, odor-blocking, quick-dry and offers superior warmth-to-weight ratio. It’s designed so that the outer layer consists of robust hollow fibers, while the denser middle layer maximizes insulation, resulting in low thermal conductivity, and increased heat storage.

### Fall 2019 MK SeaWool Products

#### SeaWool Yarns: Pearl Street Flannel (M & W)

- The first Mountain Khakis piece made with SeaWool Yarns is the **Pearl Street Flannel**, which offers a classic button down styling in a new eco-friendly fabric that works like wool, but is made from crushed oysters and recycled polyester. Double chest pockets, metal rimmed buttons and a bison snaps on the placket make this shirt a top choice for anyone who prefers a classic style with new technology.



Men's Pearl Street Flannel Shirt (Campfire)

**SeaWool Insulation:** Triple Direct Jacket (M & W) and Triple Direct Vest (M & W); Moran Insulated Shirt Jac (M)

- The **Triple Direct Jacket** and **Vest** employ 60g of SeaWool Insulation in a classic lightweight baffled silhouette with retro fittings like a metal snap storm flap, rivet reinforced hand pockets and elastic cuffs lined with tricot to create a new classic that not only wards off winter, but saves it as well. Classic fit.
- Part of the MK workwear line, the new **Moran Shirt Jac** features 60g of SeaWool insulation built into a cozy, yet durable, flannel over shirt with distinct outerwear features like a quilted taffeta lining and zippered hand warmer pockets, while the chevron chest pocket and bison snap placket earns a place in the 'everyday' section of your closet. Relaxed fit.



Men's Triple Direct Jacket (Terracotta)



Men's Moran Insulated Shirtjac (Blue Steel Plaid)

### **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 premium 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 quality apparel with the rugged outdoors. @MountainKhakis and MountainKhakis.com.

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