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DEFINING MEN'S FASHION \$10
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RAG & BONE



MAGIC Time

Retailers report strong back-to-school selling, despite an uncertain economic environment

Another notable newcomer to MAGIC was **Mountain Khakis**. Despite a crowded market for khaki pants, the founders of the three-year-old company recognized an unmet demand for a rugged outdoor pant that is more upscale and versatile than workwear, taking inspiration and marketing imagery from the mountainous resort town of Jackson Hole, Wyo.

They developed a heavyweight cotton canvas pant, which—with its triple stitching, gusseted crotch and a signature double-layered rear cuff—stands up to all kinds of outdoor activity. More colors, lighter fabrics and shorts soon followed. For spring, Mountain Khakis is introducing a cotton twill style with a touch of Lycra.

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