



**FOR IMMEDIATE RELEASE**

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**A Legacy Earned: Mountain Khakis Celebrates 20 Years**  
*Premium outfitter built on authenticity and commitment to quality*

**October 23, 2023 -- Charlotte, NC** -- Mountain Khakis is celebrating 20 years of authentic outfitting. For two decades, outdoorsmen have depended on Mountain Khakis for superior durability and quality craftsmanship, fusing a passion for the outdoors with timeless stylings. This fall, Mountain Khakis will honor its legacy with limited edition product releases, co-branded drinkware and socks, as well as collaborative beer and whiskey releases and special events.

Born from a vision of crafting more durable pants, Mountain Khakis was founded around a saloon table after a day of horseback riding in Jackson Hole, Wyoming. Since its inception, Mountain Khakis has committed to using the best technical fabrics, premium trims, and engineered designs, ensuring its apparel is both stylish and functional--like the [Original Mountain Pant](#). Proudly 100% American-owned, Mountain Khakis has perfected a pant that works as hard as its customers do.

“Born on the rugged Western Frontier of Wyoming, we understand that legacy is built on authenticity and commitment to quality,” states Jeremy Hale, President of Mountain Khakis. “Continuing our journey to craft the finest outdoor apparel, Mountain Khakis is excited to share the story of our legacy and invite our loyal customers to celebrate 20 years in business with us.”

Kicking off its anniversary celebrations in September, the heritage brand launched direct-to-consumer exclusives, including a drinkware collection in collaboration with Stanley and Oowee Leather Goods, and limited edition releases like the Original Mountain Hat. Proudly declaring North Carolina home, Mountain Khakis also unveiled a [Made in the Carolinas](#) collection of curated goods, which includes a Legacy Collectors Knife, Waxed Canvas Travel and Leather Goods, as well as graphic t-shirts. Last month the heritage brand released the Mountain Khakis Legacy Ale in collaboration with Charlotte-based Divine

Barrel Brewery. This hazy pale ale can be found at Divine Barrel taproom locations and grocery stores across the Carolinas.

This month, Mountain Khakis will continue to honor its anniversary with a special release of the [Heritage Teton Twill Pant](#), a beloved and durable canvas classic making its triumphant yet impermanent return. Looking ahead to this fall, Mountain Khakis will also collaborate with fellow North Carolina brand Farm to Feet on a limited edition sock collection. On December 1st, the 20th anniversary celebration will reach its pinnacle with the Mountain Khakis Legacy Whiskey Release at Great Wagon Road Distilling Company in Charlotte. The event will feature live music and whiskey tastings, and will be open to the public.

For more information on Mountain Khakis and its 20th anniversary campaigns, visit [www.mountainkhakis.com](http://www.mountainkhakis.com) or contact Katie Richter at [katie@darbycommunications.com](mailto:katie@darbycommunications.com).

### **About Mountain Khakis**

Mountain Khakis was founded in Jackson Hole, Wyoming in 2003 with a vision to “build a more durable pair of pants”. Today, Mountain Khakis is based out of Charlotte, North Carolina and is recognized as the “Complete Men’s Outdoor Outfitter” offering pants, woven shirts, flannels, shirtjacs, outerwear and more. Mountain Khakis is a part of the La Jolla Group from Southern California and is proudly 100% American owned. For more go to [www.mountainkhakis.com](http://www.mountainkhakis.com).

### **About La Jolla Group:**

Having held the license for the O’Neill brand since 1993, La Jolla Group is a multi-brand operator of growth consumer businesses. In addition to O’Neill, La Jolla Group designs and distributes the Voyager brand globally and Hang Ten apparel in the United States under license. With years of experience delivering consumer products, La Jolla Group also invests in and provides shared services to growth consumer businesses, including Mountain Khakis, PSD Underwear, Sol Angeles, Spiritual Gangster and ATWYLD.