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Outdoor Apparel Pioneer Mountain Khakis Enlists Darby Communications as Media Relations Partner
NC-based agency to lead heritage brand's PR and media relations

October 10th, 2023 -- Charlotte, NC -- Premium outdoor apparel outfitter [Mountain Khakis](#) proudly announces its partnership with fellow North Carolina-based business [Darby Communications](#), a PR and digital marketing agency specializing in the outdoor, active lifestyle, and fishing markets. Effective immediately, Darby Communications will serve as Mountain Khakis' agency of record, amplifying product and brand awareness through targeted PR and media relations. This collaboration marks a significant milestone for Mountain Khakis, as the legacy brand celebrates its 20th anniversary and strives to expand its media presence with outdoorsmen nationwide.

Born on the rugged frontier of Jackson Hole, Wyoming in 2003, Mountain Khakis set out to complement every gentleman's wardrobe with the perfect pair of purpose-built khakis. For 20 years, repeat customers have relied on Mountain Khakis for superior durability and quality craftsmanship, fusing a passion for the outdoors with timeless stylings. In addition to the bestselling [Camber Original Pant](#), [Teton Pant](#), and [All Mountain Pant](#), Mountain Khakis offers a variety of premium apparel, including shorts, woven shirts, flannels, shirtjacs, outerwear, and accessories. Now based in Charlotte, North Carolina, Mountain Khakis is a part of La Jolla Group and is proudly 100% American-owned. This Fall, Mountain Khakis will celebrate its 20th anniversary with limited edition product releases, co-branded drinkware and socks, as well as collaborative beer and whiskey releases and special events.

"We are thrilled to partner with a North Carolina based PR agency that understands the needs of a premium outdoor apparel and accessories brand," states Jinnie Austin, Director of Ecommerce for Mountain Khakis. "Darby Communications has a proven track record of fortifying brand recognition and garnering media coverage for brands in the outdoor space. This partnership is an important part of our growth strategy for the future."



Pictured: Mountain Pant and Homestead Long Sleeve Flannel

Through this strategic partnership, Darby Communications will leverage its extensive industry expertise and network of media contacts to bolster Mountain Khakis' brand awareness, generating meaningful media coverage of the legacy brand's best-selling pants, woven shirts, flannels, shirtjacs, outerwear and more. Darby Communications will also assist Mountain Khakis with promoting its 20th-anniversary campaigns by seeking out opportunities for brand storytelling, limited edition product releases, and event promotion.

"Renowned for its commitment to providing durable, stylish, and performance-driven outdoor clothing and accessories, Mountain Khakis is a natural fit for our growing client roster," states Angie Robinson, President of Darby Communications. "We have long admired the brand and are thrilled to be working alongside their stellar team of marketing professionals, helping Mountain Khakis reach a larger audience of folks who value durability and quality craftsmanship in their clothing."

For more information on Mountain Khakis and the latest brand news, visit www.mountainkhakis.com or contact Katie Richter at 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.

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.

About Darby Communications

Darby Communications is a full-service PR & digital marketing agency serving the outdoor, active lifestyle, fishing, and craft food and beverage industries through impactful media placement, digital advertising, email marketing, social media management, and content writing. Headquartered in Asheville, NC, Darby Communications takes a team approach to everything it does for clients and has worked with many respected companies within its industries. Learn more at www.darbycommunications.com or follow on social [@darbycomm](https://twitter.com/darbycomm).