



HOUDINI

RE:

SOURCE

A large group of approximately 40 people, mostly young adults, are posing for a group photo in a grassy clearing. They are arranged in several rows, some standing and some kneeling or sitting in the front. They are dressed in outdoor or athletic gear, including jackets, hats, and backpacks. In the background, there is a red wooden cabin with a gabled roof and large glass doors. The cabin is surrounded by tall evergreen trees. The sun is shining from the upper right, creating a bright lens flare effect across the scene. The overall atmosphere is bright and cheerful.

We don't aim to be the biggest.
We aim to be the best.

XHOUDINI®

A close-up photograph of a dark, textured rock face. On the left, a heart shape is drawn on the rock with white chalk. On the right, several ropes are visible: a red rope with a knot, and two white ropes with orange and blue stripes, also featuring knots. Metal climbing hardware, including a blue carabiner and a silver belay device, are attached to the ropes. The overall scene suggests a rock climbing activity.

OUR COMMITMENT IN 2001:

“To become part of the solution
rather than the problem.”

X HOUDINI®



OUR VISION:

Maximum experience.
Zero impact. And beyond.

XHOUDINI®

100%

In our quest to go fully circular, today all our products are made from recycled or organic, renewable and biodegradable fibers, recyclable or compostable at end of life or bluesign certified. So far we are at + 70% circular products. Our goal is to reach 100% in 2022.



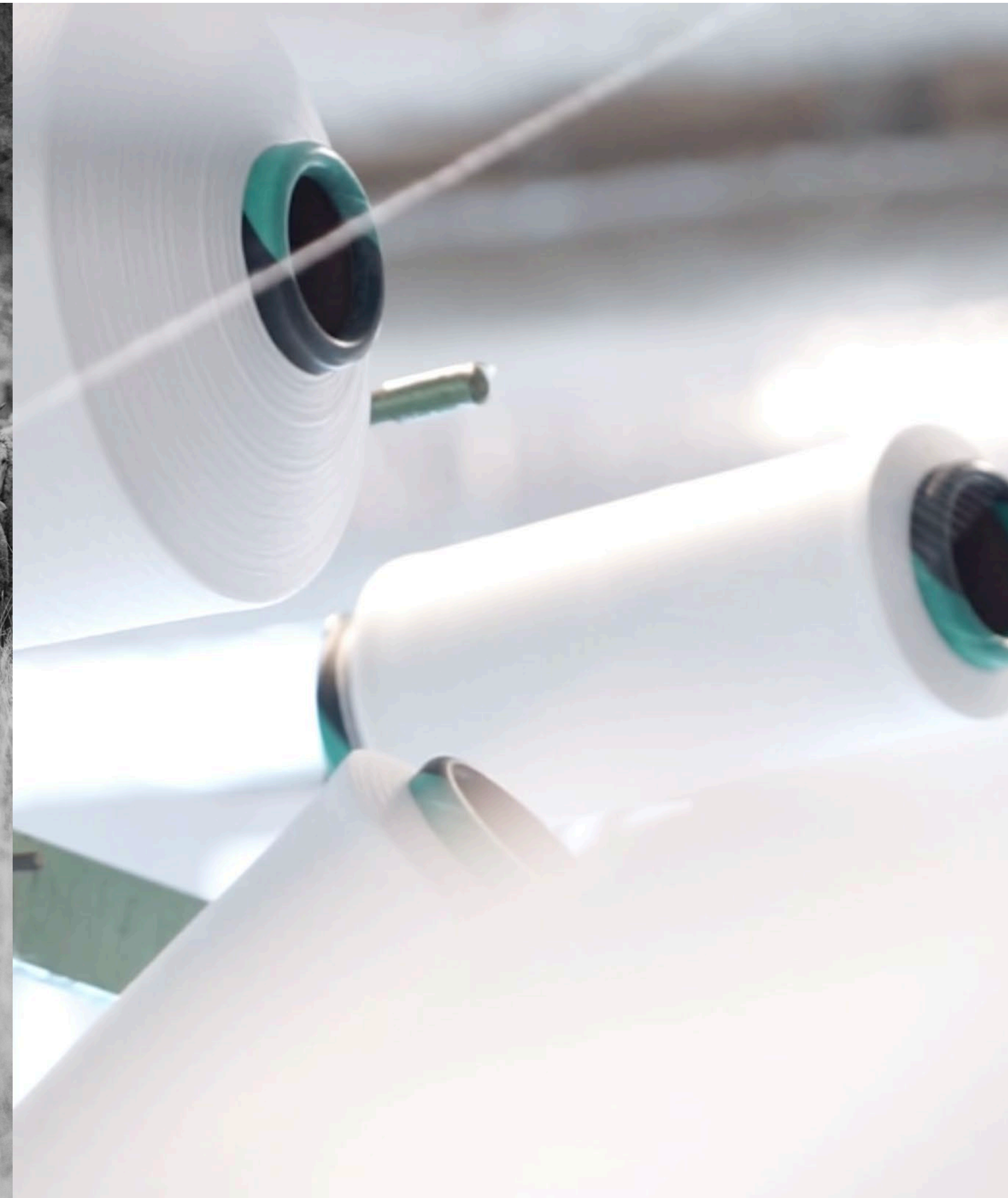
Products above and beyond expectations.

Made exactly the way we ourselves envisioned them.
No compromises. Some say they are "addictive",
and we wouldn't disagree :)



A value chain to be proud of.

Our value chain is designed to enable us to take full responsibility socially, ethically and environmentally. Long-term relations based on trust, transparency, shared values and common goals are essential.



DESIGN PRINCIPLES:

Less is more.
Holistic comfort. Built to last.

XHOUDINI®

A photograph of a forest stream. The water is calm, reflecting the surrounding greenery. A large, mossy log lies across the middle of the stream. The banks are covered in dense, vibrant green trees and bushes. The lighting is soft, creating a peaceful atmosphere.

Nature as the blueprint for circular design.

We choose to see the natural resources we use as resources borrowed from the planet and Houdini as the custodian, responsible for handing them back in good shape.

Circular design of products, services and systems is the solution.

Designers' checklist

- Does this product deserve existence?
- Will it last long enough?
- Will it age with beauty?
- Nothing added that isn't needed, right?
- Will it be easy to repair?
- Will it be durable enough for Rental?
- Do we have an "end-of-life" solution?





Houdini Care and Repairs

Nudging customer behaviour and changing attitudes through care and repair services and communication around the awesomeness of keeping and caring for your garments, letting them age with beauty and embracing the scars of past adventures.

Houdini Reuse

Brings vintage Houdini products to life. The platform enables our customers to buy and sell their vintage Houdini gear in an effort to extend product lifetime, enable alternative price points and awareness.

Houdini Rental

Rental, a great alternative to owning your gear. Additional product-as-a-service solutions are in development as we speak.





Strong organic growth

Strong because we are passionate about what we do. Organic because we build for the long term. Growth because we are disrupting the industry.



Our markets

Sweden, Norway, Japan, Germany and the US are our biggest markets.

Taking a systems perspective

How do we contribute to the planet, society, local community and the individual? What is our impact?

A systems perspective is key t in order to navigate on our journey towards becoming generative.



Source: Steffen et al. Planetary Boundaries: Guiding human development on a changing planet, Science, 16 January 2015.



XHOUDINI

Planetary Boundaries Assessment 2018

This is Houdini

Our reason to exist, methodology and promise to the future.

A cooperation between Houdini Sportswear, Albacore and Mistra Future Fashion.

Technologies working in partnership with nature.

Technologies working in partnership with nature rather than at the expense of it. This will require a societal mindshift, from exploitation to regeneration as the standard. An absolutely critical mindshift for all of us.

Houdini Subscription

We are currently exploring a subscription model where we can offer access to a shared closet. Our idea is to explore ways to own less, yet experience more. Together with 85 pilots we are currently co-creating this product-as-a-service solution.

Why?



80 billion items of clothing are sold each year.

Sales have more than doubled in the last 10 years and the number of collections has increased from 2 to 18 during the same period. A typical cotton fast fashion item has travelled the circumference of the globe before landing in a customer's closet.

On average,
garments are
worn 5-7 times.

After that they are left unused or discarded.





Every second a
garbage truck
full of textiles
goes to landfill or
is burnt.

Swedes discard an average of 8 kg of textiles every year. Globally 21 billion tonnes are estimated to end up as waste every year.

Less than 1% of textiles are recycled.









Only 0.1% of textiles are recycled into new textiles.
The global 2nd hand market is over-saturated to the point where developing countries are banning the import.
No one needs or wants our discarded clothing!



How?








What activities do you need gear for?

Please choose the activities which you need gear for.

<input checked="" type="checkbox"/>  Skiing	<input type="checkbox"/>  Running	<input checked="" type="checkbox"/>  Everyday wear	<input type="checkbox"/>  Ice skating	<input type="checkbox"/>  Cycling
<input type="checkbox"/>  Climbing	<input type="checkbox"/>  Yoga	<input type="checkbox"/>  Indoor training		

Do you have any color preferences?

Please choose which colors you prefer.
We'll try to match these according to availability.

<input checked="" type="checkbox"/>  Black	<input type="checkbox"/>  White	<input checked="" type="checkbox"/>  Greys	<input type="checkbox"/>  Beiges	<input checked="" type="checkbox"/>  Blues
<input type="checkbox"/>  Greens	<input type="checkbox"/>  Reds			

[Start](#) / [Subscription](#) / [Curated Packages](#)

What's your size?

Please select your sizes for top and bottom.

Size top

<input type="radio"/> XS	<input type="radio"/> S	<input type="radio"/> M	<input checked="" type="radio"/> L	<input type="radio"/> XL	<input type="radio"/> XXL
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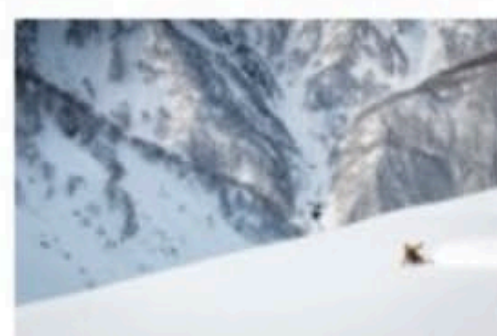
Size bottom

<input type="radio"/> XS	<input type="radio"/> S	<input checked="" type="radio"/> M	<input type="radio"/> L	<input type="radio"/> XL	<input type="radio"/> XXL
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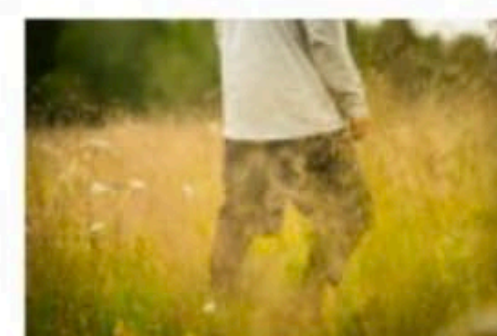
What?

Essentials Wardrobe

Do more with less. The essentials wardrobe includes clothes we love to wear every day -at work, on our bike commutes to and from work as well as for our active everyday life, no matter the weather.



Find the right garments based on your activity



Let us help you put together the right package for your next adventure

Gender ▾ Category ▾ Color ▾ Size ▾ Activity ▾ Function ▾ Sustainability ▾

16 products

Gender: Women ✕

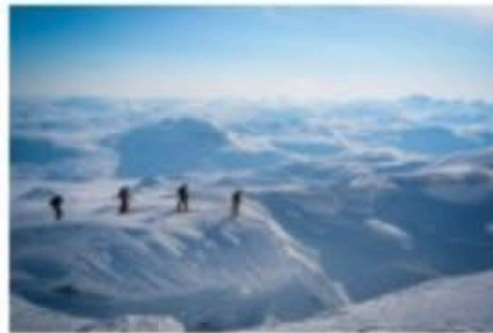
Size: M ✕

Size: L ✕

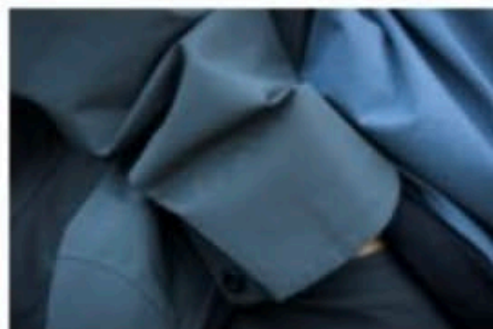
Start / Subscription / Curated Packages

Curated Packages

Let us help you put together a curated package for your next adventure.



Send me a curated package based on my activities







Send me a curated package, but I would like to choose type of garments



Checkout

Choose 2 garments to return

Your subscription allows you to have 4 garments on rotation.

<input checked="" type="checkbox"/>		W's Wisp Jacket Storm Green, Size M
<input checked="" type="checkbox"/>		W's Power Houdi Powderday White, Size M
<input type="checkbox"/>		W's Route Shirt Dress True Black, Size M
<input type="checkbox"/>		W's Activist Tee In The Mood, Size M

Do you have a campaign code?



Delivery Method

Your bag

Houdini Subscription - The Essentials Wardrobe



W's Power Houdi
Last Round Red, Size M



W's Wooler Houdi
Wheat White, Size M

Shipping

125 SEK

Total

125 SEK



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RE:

SOURCE

