



X HOUDINI



OUR VISION:

Maximum experience.
Zero impact. And beyond.

X HOUDINI®



We started
with this...



...and ended
with this.



Design checklist

Does this product deserve existence?

Will it last long enough?

Is it versatile enough?

Will it age with beauty?

Nothing added that isn't needed, right?

Will it be easy to repair?

Is it durable enough for our rental program?

Does it have an end-of-life solution?



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.



Questioning our own ways in order to evolve

A science-based systems approach in evaluating our work and our footprint. We use the Planetary Boundaries framework in order to assess our planetary impact.



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



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.



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.

RE:Source, Vinnova, Energimyndigheten, Formas

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My Houdini

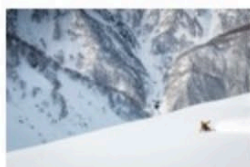


Bag

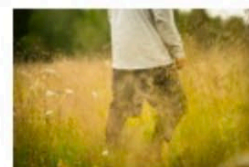
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Essentials Wardrobe

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 ×



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My Houdini











Bag

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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		

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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			

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What's your size?

Please select your sizes for top and bottom.

Size top

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
XS	S	M	L	XL	XXL

Size bottom

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
XS	S	M	L	XL	XXL



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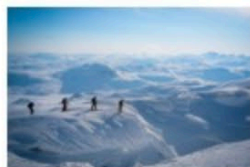
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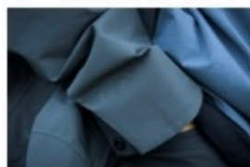
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Curated Packages

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?



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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