

SPRING / SUMMER

2020



XHOUDINI

An odd band of Houdini colleagues and friends during a climbing trip to Rauland, Norway. Photo: Erik Nylander.

Hej!

WE ARE HOUDINI, a progressive outdoor company based in Stockholm, Sweden.

Together with an odd band of scientists, artists, designers and adventurers, we're pushing the boundaries of how outdoor clothing is made. Together with our customers, we are recycling, renting, repairing and reusing our way to a new, sustainable outdoor industry.

Let's climb a mountain. Run a mile. Eat a cake. Start a band. Save the world. Call your best friend, your mom and all your cousins.
The more the merrier!

Explore our universe
at houdinisportswear.com



100%

of the fabrics we use this season are recycled, recyclable, renewable, biodegradable or Bluesign* certified.

See the full product sustainability status on page 42.

We did it!

ALL THE FABRICS we use this season are, in one way or another, environmentally sustainable. Countless development hours, long meetings and hard decisions later, we can say that it is really possible to change the way clothes are produced. This makes us immensely proud.

But does that mean we're done? Far from it.

WE ARE GOING to change the textile industry from the ground. Clothes are produced, consumed and discarded at an ever increasing pace. This has to stop. Our main goal is to create real alternatives to linear consumption. A circular system, where long lasting products can be used, repaired and reused and then finally become resources for something new.

59% of our spring and summer 2020 collection is completely circular and this number is growing every season. Last spring season was 38% and the goal is to be 100% circular in 2022.

WE DESIGN OUR products to become lifelong companions and to extend their lifetime even further, we offer services within care, repair and reuse. With our rental service we are moving beyond products, challenging business models and exploring how our products can be shared.

WE ARE CHANGING this industry and it's happening quickly. We promise to never slow down until we reach our goal of a completely sustainable textile industry.

*Bluesign® is a certification that ensures elimination of harmful substances right from the beginning of the manufacturing process. It also sets and controls standards for an environmentally friendly and safe production.

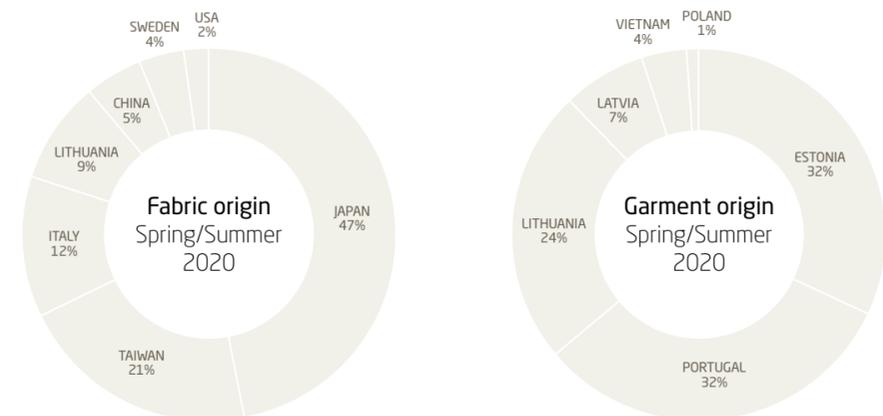


Circularity – how does it work?

OUR GOAL IS to have a 100% circular collection in 2022, but what does that mean more specifically? In this case, we are talking about the number of styles in our collection that are circular by design.

Most fabrics with natural fibers like wool or Tencel are circular in themselves but only if they are not blended with synthetics. A synthetic fabric is circular if it is made

from both recycled and recyclable materials. Only recycled or recyclable is a big step forward, but fully circular is the real game changer. A circular system means that we do not extract any resources from nature, lower all emissions and eliminate the concept of waste. Combined with long lasting quality and multifunctional garments, we can significantly reduce the overall impact of textiles.



Where does my Houdini come from?

WE ONLY PRODUCE our garments where we can make sure that our high standards in terms of environmental protection and working conditions are met. We want our users to know that their products have been produced in a fair way. This means that we currently produce most of our garments in Europe. The geographic location is not a goal in itself, but that's where we have the best producers right now.

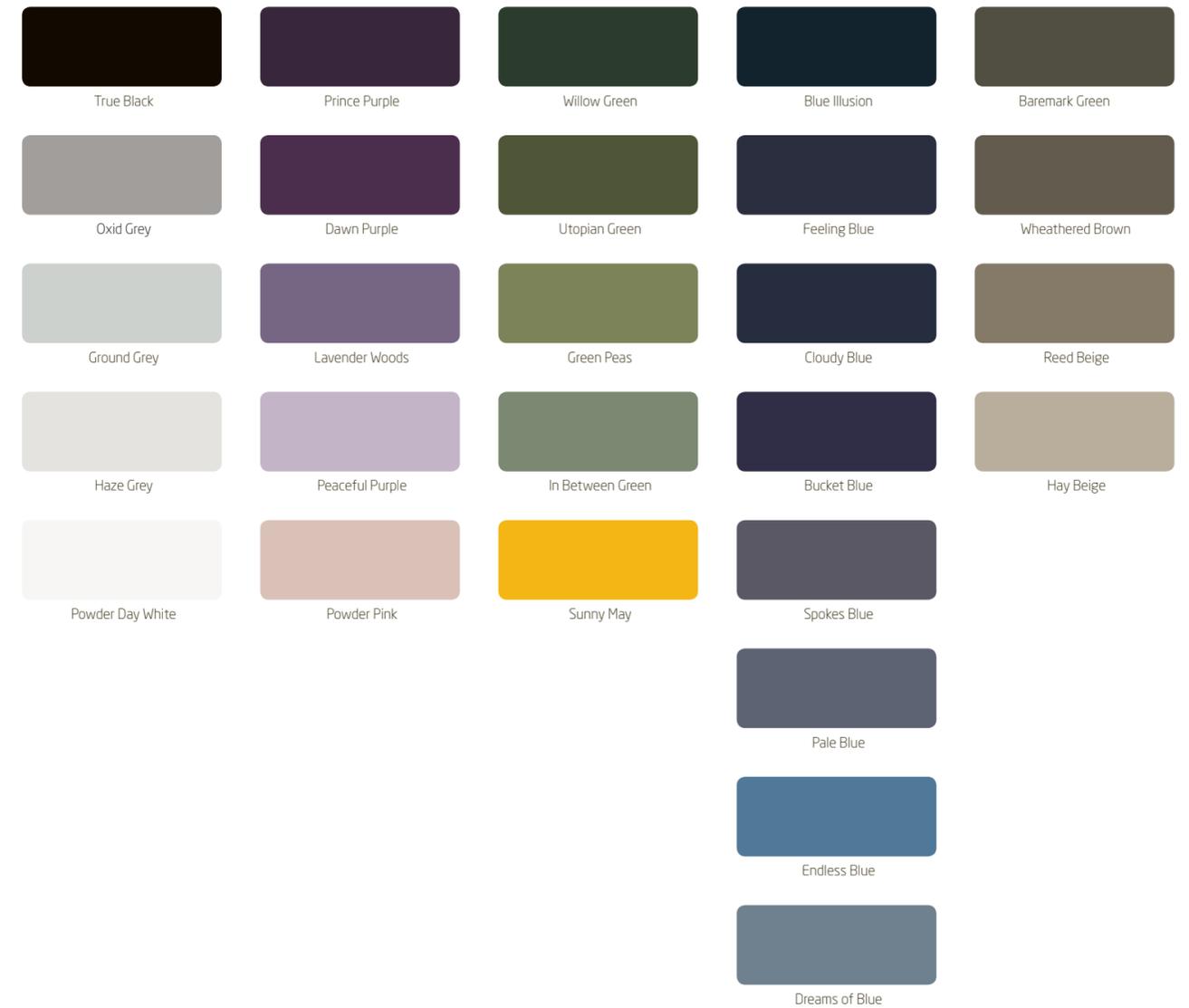
Our fabrics are sourced globally. We never settle for any-

thing else than the best fabrics, both in terms of performance and sustainability. Sometime these fabrics can be found close to home. Sometimes we have to look further away.

THE TRANSPORTS are of course something we work to minimize but it normally stands for only 4% of a garment's climate impact*. The quality of the fabrics and other factors like circularity are more important to consider.

*Sandra Roos, Advancing life cycle assessment of textile products to include textile chemicals, 2017

SPRING / SUMMER 2020 COLOR OVERVIEW



Color beyond aesthetics

COLORS HAVE PERSONALITY and they behave differently in different contexts. The key to a great color palette is finding shades that bring out the best in each other.

Our color system works in layers from the inside out or outside in. From underwear to base- and midlayers, shell layers and accessories. It should be easy for anyone to mix and match styles and colors to bring out your personality.

Another goal of the color palette is to challenge color archetypes and blur the lines between performance and everyday clothing. Versatile garments are not only practical. They are also a way to battle over consumption.

Beauty is important, but working with colors means much more. A well thought out color palette will enhance our garments' functionality as well as their sustainability.



Enfold Jacket
The Square

What is good design?

WE DON'T CLAIM to have *the* answer to that question, but we have one answer. In a world overflowing with cheap gadgets and fast fashion, there are some things that last. That cease being items in your drawers and instead become lifelong companions. Items that by their quality, functionality and style simply don't need to be replaced. But how do you make those lasting items? When it comes to technical sportswear, we have identified a number of questions that we ask ourselves before putting anything into production.

- 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?
- Do we have a "next-life" solution?



In a world overflowing with cheap gadgets and fast fashion, there are some things that last. That cease being items in your drawers and instead become lifelong companions. Read more about our purpose and vision on houdinisportswear.com.

“We promise to speak for nature
when no one else does.”

Read The Houdini Manifesto on page 47. Photo: Erik Nylander, Stockholm Archipelago, Sweden.



Enfold Jacket
Cosmo Top
Weather Shorts



Nomad Parka
Way To Go Shorts

“Every resource we use
is borrowed from nature
and we will therefore
treat it carefully.”

[Read The Houdini Manifesto on page 47.](#)





MEET THE NEW benchmark in fleece mid-layers. With the Mono Air we took on the challenge of creating a high performance synthetic insulation piece, in a holistic symbiosis with Nature. Together with our partner Polartec, we set out to address the issue of plastic waste.

Mono Air: One step closer to a waste free world

Climber Johanna Sörbom wearing the Mono Air Halfzip during a climbing session in Dyviksudd, just outside Stockholm, Sweden. Photo: Erik Nylander.

MONO AIR HOUDI and Halfzip are world innovations that take us a big step closer to a world without waste. The US made fabric from Polartec called Power Air Light is designed to prevent microfiber shedding.

Endlessly long filament fibers are captured in little pockets and the result is a soft and warm fabric that sheds up to five times less microfibers compared to regular top quality

fleece. The garments do not only prevent plastic waste. They are actually made from recycled polyester and are, thanks to the mono material construction, fully recyclable. The garments are designed to last for ages but when they eventually wear out, the material can become new resources instead of textile waste.

Mono Air Houdi and Halfzip are perfect layering garments

for skiing, climbing, hiking or any other outdoor adventure. The durable fabric and the meticulous construction will make them last for many years of hard wear.

THESE GARMENTS PROVE a central part of the Houdini design philosophy: High performance does not have to come with a high environmental impact.



Mono Air Houdi

Our goal is that we will have eliminated the concept of waste throughout our value chain by 2030. Read more about our purpose and vision on houdinisportswear.com. Photo: Erik Nylander, Rauland, Norway



Activist Message Tee
MTM Thrill Twill Pants



Activist Message Tee
Weather Shorts



Base

BUILD A STRONG FOUNDATION

Whether you're big wall climbing or chilling in your hammock, the right base is essential to stay comfortable. Our base layers and underwear are light, soft, experts at moisture management and cut for maximal freedom of movement.



Route Shirt Dress
MTM Thrill Twill Pants



Cover Crew
Commitment Chinos



Synergy

FOR EVERYDAY ADVENTURES

The Synergy collection brings together the best of performance technology and timeless aesthetics, creating a range of garments for the active everyday. We believe that the best clothes are the ones that let you bike to work, fix a flat tire, attend a business meeting, go climbing in the evening and still look sharp all the way.

In a world of mass consumption where quantity and frequency are often prioritized over quality and good design, our design philosophy becomes something radically different. Read more about our designer's checklist on houdinispportswear.com.

Stella Plantin and Rickard Sjöquist during a climbing trip to Dyviksudd, close to the Houdini headquarters. Photo: Erik Nylander



Mono Air Houdi
Commitment Chinos

Power Houdi
Sleepwalker

Insulation

IT'S ADDICTIVE

We often hear from our customers that once you put on a Houdini midlayer, you never want to take it off. Our midlayers are the essence of minimalism, yet deliver all you can ask for. The combination of perfect fit, smart performance detailing and cutting edge fabric technologies provide you with outstanding comfort on any adventure.

We believe we can move beyond zero and become a positive and regenerative force in society and for the planet. It's our obligation, or we have no business at all. Read more about our our purpose and vision on houdinisportswear.com.



Heavenly Houdi
The Square

Enfold Jacket
Liquid Rock Pants

Insulated shell

HEAT TO GO

Our range of insulated shells are designed to keep you warm in any situation and any weather. We only use cutting edge synthetic padding because we believe in the advantages of modern technology rather than stealing birds' feathers. The garments are made in lightweight, stowable fabrics to ensure that you can always have them close at hand.



Lana Jacket
Lana Pants

BFF Jacket
The Square

Shell

PERFORMANCE AND SUSTAINABILITY

We are expanding the idea of what a shell layer should be. Everything from light wind-breakers, via our new ultra progressive wool shell to fully featured wind- and waterproof garments. The basic concept is to provide our users with the maximal level of comfort with the lowest possible environmental impact. Every garment in our shell collection is made from recycled, recyclable, renewable or biodegradable fibers. Often a combination of several. They are also completely free from fluorocarbons.

We design every product with the intention of it making a difference for the end user and for the world.
Read more about our design philosophy on houdinisportswear.com.

Our goal is that we will provide 100% value chain traceability and transparency by 2022.
Read more about our purpose and vision on houdinisportswear.com. Photo: Erik Nylander, Rauland, Norway.



Power Air Houdi
The Square



Short Sleeve Shirt
Commitment Chinos
Desoli Hat

Accessories

SMALL THINGS, BIG DIFFERENCE

Do not underestimate the power of well designed accessories. We always aim for maximal comfort, high versatility and minimal environmental impact. These smart little things can be the difference between turning back and powering on.



Did you know that you can buy and sell used kids' clothes in Houdini stores? Photo: Fredrik Ottosson.



Jr Power Houdi

Kids Power Houdi

Kids / Junior

HOUDINI MAGIC IN SMALLER SIZES

Our kids' products feature the same smart design, outstanding materials and attention to detail as our regular collection does. Small adventurers deserve the same treatment as we do.



ERIK NYLANDER

What is our entire impact on the world? The Planetary Boundaries Assessment

WITH THE PASSION, determination, planning and execution of mountaineers, we have taken on the challenge of designing our business to become a force for good.

We have come far in the transformation we envisioned but as a company we believe we can and must eventually move beyond zero and become a positive and regenerative force in society and for the planet. In order to reach our vision, systemic change will be required.

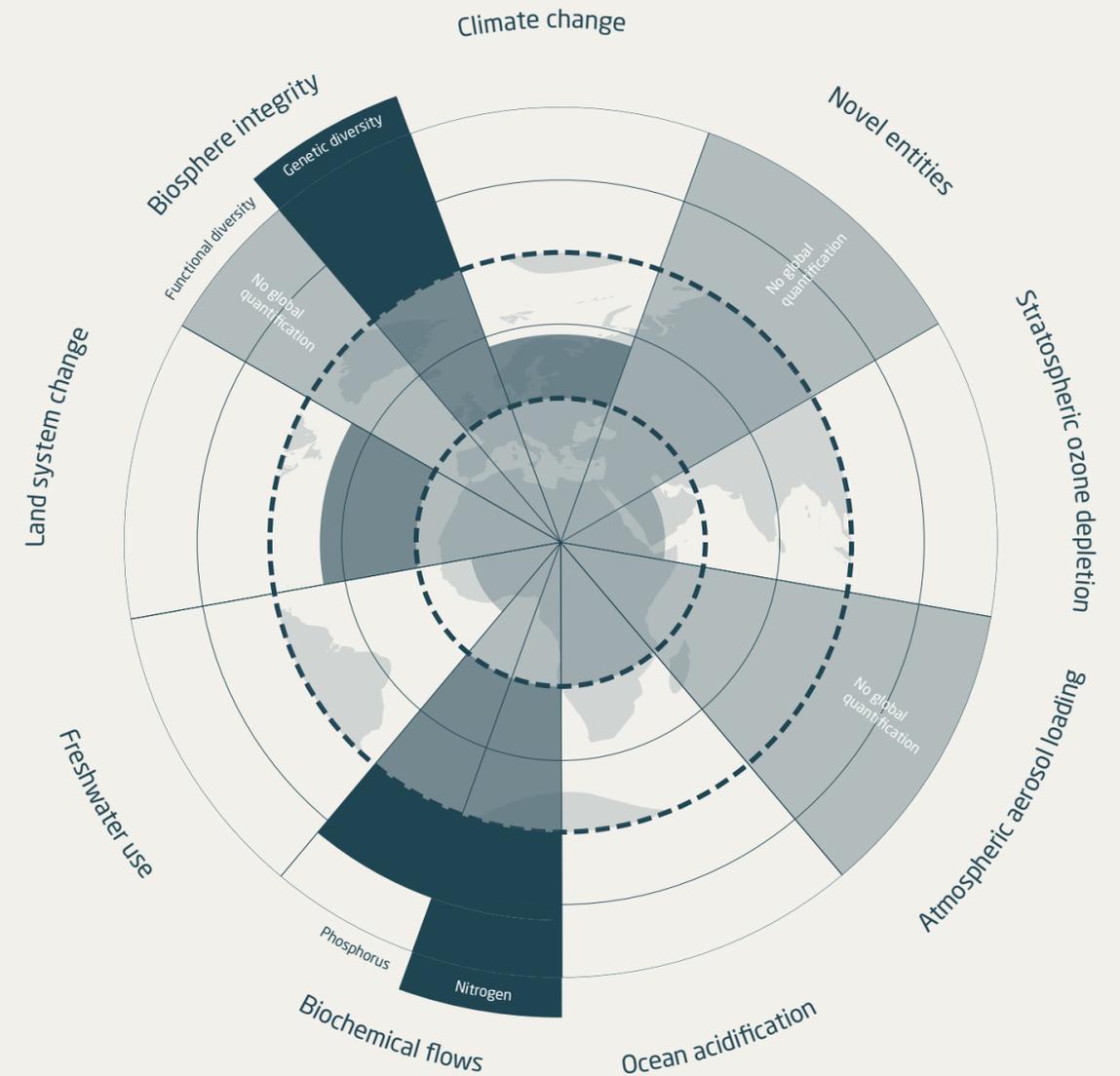
We need to embrace complexity and acquire holistic understanding of the complex systems we are part of in order to

understand how to engage in, contribute to or change them. In other words; what is our entire impact on the world?

IN THE FIRST ever corporate sustainability report based on the Planetary Boundaries framework, we are starting to answer this question. We are proud to have launched a pilot study that includes everything from environmental factors like climate change, freshwater use and biodiversity as well as social factors. The study was performed together with earth system scientists at Albaeco and Mistra Future Fashion.

Download the full report on houdinisportswear.com

The Planetary Boundaries



This is the state of the earth in 2015. Read our report for insights about Houdini's environmental impact.



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



Out And About Shirt



Leeward Jacket



The quest to eliminate waste

THE FIRST HOUDINI product made from recycled and recyclable fibers came out in 2007 and now a majority of our products are completely circular. Together with our end users we treat worn-out garments as they were intended when designed – as a resource to recycle, rather than as waste. We have recycling units in all our own stores and at many retailers. You can return any worn-out Houdini garment.

We will make sure nothing goes to waste and that the

raw material can be used for new products. Recycled polyester also considerably reduces both CO₂ emissions and water usage compared to virgin polyester.

OUR PERFORMANCE GARMENTS in merino wool are not only light and warm. They are designed without any synthetic blends or hazardous chemicals, making them recyclable, naturally biodegradable and pure enough to compost.

This is how we label our products



Recycled

At least 50% of the fibers in this garment come from recycled sources, either recycled clothes or other sources like PET bottles. We mainly use recycled polyester, which has many benefits. It reduces both CO₂ emissions and water use compared to virgin polyester. How much depends on the type of recycling. One of our suppliers show 32% less CO₂ emissions and 94% less water use for mechanically recycled polyester. Besides the production impact, the major shift is using “waste” as raw material instead of crude oil.



Recyclable

The fabric in this garment is fully recyclable. Instead of becoming waste, the raw material can be used for new products. Our goal is that by 2030, we will take no raw material for our products from the earth's crust. Circular products, made from recycled and recyclable materials is a real game changer, but we need your help for the system to work. When your Houdini garments are completely worn out, please return them to us. We have recycling units in all of our own stores and at many retailers.



Renewable

The fibers in this garment come from 100% renewable sources like wool or cellulose. We only use natural fibers that are produced in environmentally and ethically responsible ways. We use both natural and synthetic fibers, they both have their merits, but we never mix them to ensure a circular product. This means that the fabrics from all our products in natural fibers are fully biodegradable.



Biodegradable

The fabric in this product is fully biodegradable. Thanks to the fact that we never mix our natural fibers with synthetics and don't use harmful chemicals, you can put the fabric in a compost and nature will transform it into fertile soil. Trimmings like care labels, zippers, seams etc have to be removed and can often be recycled separately. If you don't have your own compost, you can return the worn out garment to us. We have recycling units in all our own stores and at many retailers.



Circular

This product is fully circular, meaning that it's made either from recycled and recyclable or renewable and biodegradable fibers. Most products in today's society are made in a linear lifecycle, where earth's resources are extracted, used and then discarded. We want to close the loop instead and reuse the material we already have. But we need your help. When your Houdini garments are completely worn out, please return them to us through the recycling units we have in all our own stores and at many retailers.



Bluesign®

The fabric in this product is Bluesign® certified, meaning that the production is vetted by a third party to eliminate any harmful chemicals or substances right from the beginning of the production process. This benefits both people, other species, local communities and our entire planet.

100% of all the fabrics we use this season are recycled, recyclable, renewable, biodegradable or Bluesign certified.



“We will keep working to minimize our negative footprint and leave an entirely positive impact on the world.”

Read The Houdini Manifesto on page 47.



Gone Fishing Hat
Cosmo Shirt
Route Shirt Dress

Come Along Jacket
Weather Shorts



“Our work
is fuelled by
passion and
therefore
we take our
passions
seriously.”

[Read The Houdini Manifesto on page 47.](#)



Outright Houdi

The art of the Houdi



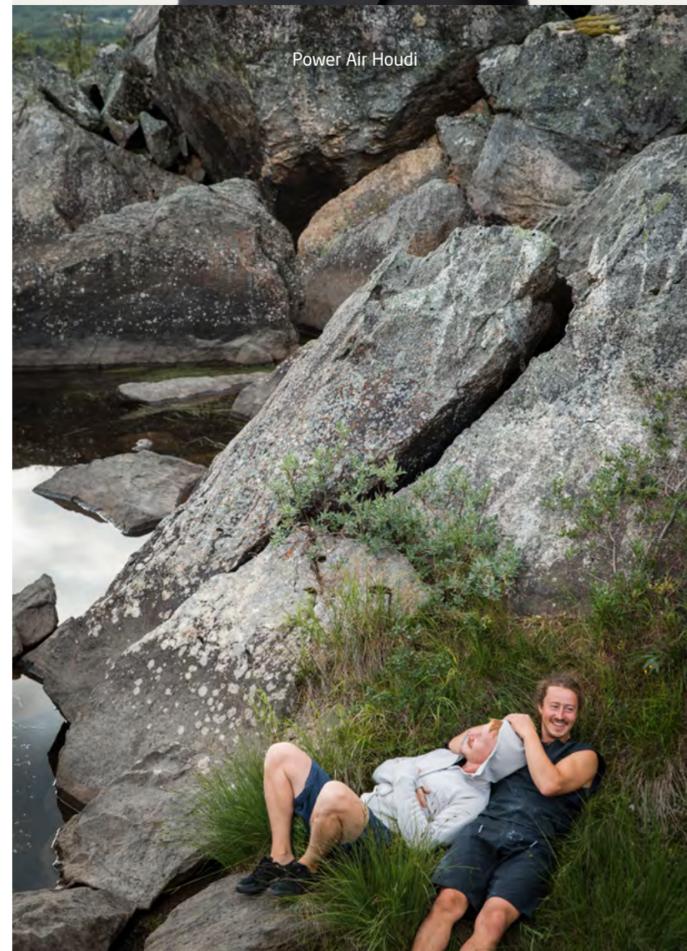
Heavenly Houdi



Wooler Houdi



Power Air Houdi



Mono Air Houdi



SINCE WE LAUNCHED our classic Power Houdi over 15 years ago, we have spent countless hours refining and perfecting the hooded mid-layer jacket. We now offer several versions, in Polartec fleece, wool from Reda or with Primaloft padding. They share the same basic cut that our customers love, but have different characteristics due to materialization and performance details.



Our Made to Move technique is inspired by costume designer Genevieve Sevin-Doering's unique draping technique from the 70s.

S
 SWEDISH DESIGN
 AWARDS 2018
 NOMINEE



A Made to Move pattern. The garment is draped on a body in active positions instead of constructed from panels on a flat surface.

What is Made to Move?

IT IS A COMPLETELY NEW technique for designing and cutting garments. Instead of the traditional flatbed garment construction, a Made to Move garment is draped from a single piece of fabric directly on a body in active positions. The result looks similar to a normal garment, but is designed for a body in action, instead of one standing still. The difference is remarkable.

The Made to Move concept is inspired by the costume designer Genevieve Sevin-Doering that used a similar draping method in the 70s. We managed to transform the artistic craft into a scalable digital pattern construction system. It just made sense to apply it on garments made for climbing, skiing, hiking or other outdoor activities.

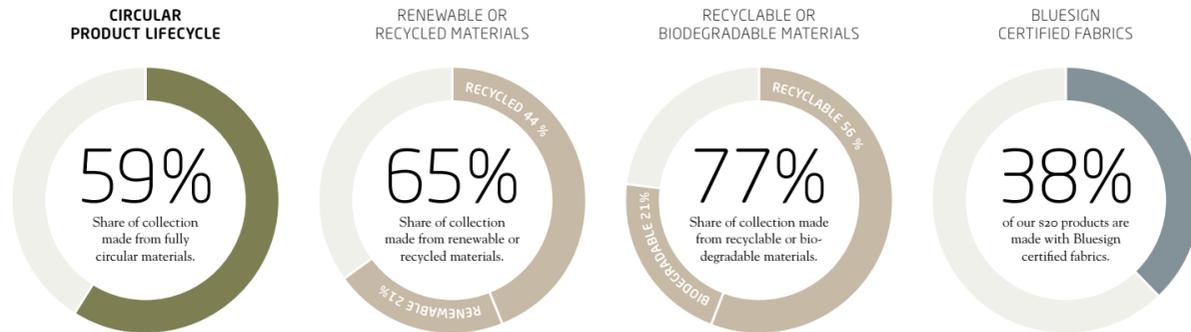
Besides that obvious benefit of clothes that can move with

your body, it is a big difference from a sustainability perspective. Normally you would add stretch fibers to make a garment flexible but stretch fibers blended with for example polyester cannot be recycled. It becomes trash at the end of its life.

To achieve a circular product, made from recycled and recyclable fibers, we had to find another solution. Made to Move was the answer.

We have applied the Made to Move concept to everything from everyday pants like MTM Thrill Twill Pants to the fully featured mountaineering shell Rollercoaster Jacket and Pants. Made to Move brings the design process closer to how the garments are actually worn and used: In action among forests, oceans, rapids and mountains.

SPRING / SUMMER 2020 SUSTAINABILITY STATUS



OUR GOAL IS to have a 100% circular collection in 2022, but what does that mean more specifically? In this case, we are talking about the number of products in our collection made from circular materials.

Most fabrics with natural fibers like wool or Tencel are circular in themselves but only if they are not blended with synthetics. A synthetic fabric is circular if it is

made from both recycled and recyclable materials. Only recycled or recyclable is a big step forward, but fully circular is the real game changer. A circular system means that we do not extract any resources from nature, lower all emissions and eliminate the concept of waste. Combined with long lasting quality and multifunctional garments, we can significantly reduce the overall impact of textiles.

STYLE NO.	STYLE	MADE IN	FABRIC	COMPOSITION	BLUESIGN FABRICS	RECYCLED FIBERS	RECYCLABLE FABRICS	BIODEGRADABLE & RENEWABLE FIBERS	CIRCULAR PRODUCT LIFECYCLE
158424	W's DeSoli Crew	Lithuania	Solid Merino™	100% merino wool			•	•	•
157954	W's Dynamic Hipsters	Lithuania	Aspire Jersey™	100% polyester			•		
158414	W's DeSoli Hipsters	Lithuania	Solid Merino™	100% merino wool			•	•	•
158444	W's DeSoli Tights	Lithuania	Solid Merino™	100% merino wool			•	•	•
258424	M's DeSoli Crew	Lithuania	Solid Merino™	100% merino wool			•	•	•
257954	M's Dynamic Boxers	Lithuania	Aspire Jersey™	100% polyester			•		
258414	M's DeSoli Boxers	Lithuania	Solid Merino™	100% merino wool			•	•	•
258444	M's DeSoli Tights	Lithuania	Solid Merino™	100% merino wool			•	•	•
139694	W's Free Tee	Lithuania	Solid Merino™	100% merino wool			•	•	•
137874	W's Activist Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% Tencel®			•	•	•
137484	W's Activist Message Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% Tencel®			•	•	•
157514	W's Dynamic Tank	Lithuania	Aspire Jersey™	100% polyester			•		
157524	W's Dynamic Tee	Lithuania	Aspire Jersey™	100% polyester			•		
157494	W's Big Up Tank	Portugal	Enlight Jersey™	100% polyester			•		
137844	W's Big Up Tee	Portugal	Enlight Jersey™	100% polyester			•		
137894	W's Big Up Message Tee	Portugal	Enlight Jersey™	100% polyester			•		
158694	W's Cover Crew	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
158714	W's Trail Vest	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
239694	M's Free Tee	Lithuania	Solid Merino™	100% merino wool			•	•	•
237874	M's Activist Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% Tencel®			•	•	•
237484	M's Activist Message Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% Tencel®			•	•	•
257514	M's Dynamic Tank	Lithuania	Aspire Jersey™	100% polyester			•		
257524	M's Dynamic Tee	Lithuania	Aspire Jersey™	100% polyester			•		
257494	M's Big Up Tank	Portugal	Enlight Jersey™	100% polyester			•		
237844	M's Big Up Tee	Portugal	Enlight Jersey™	100% polyester			•		
237894	M's Big Up Message Tee	Portugal	Enlight Jersey™	100% polyester			•		
258694	M's Cover Crew	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
258714	M's Trail Vest	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
138724	W's Cosmo Top	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
169794	W's Route Shirt Dress	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
169804	W's Dawn Dress	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
178064	W's Out And About Shirt	Portugal	Cham TreeMerino™	51% Lyocell Tencel® 49% merino wool			•	•	•
129144	W's Angie Tunic	Poland	Polartec® Power Dry®	91% recycled polyester 9% elastane	•	•			
238724	M's Cosmo Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
267594	M's Short-sleeve Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
267624	M's Long-sleeve Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•

STYLE NO.	STYLE	MADE IN	FABRIC	COMPOSITION	BLUESIGN FABRICS	RECYCLED FIBERS	RECYCLABLE FABRICS	BIODEGRADABLE & RENEWABLE FIBERS	CIRCULAR PRODUCT LIFECYCLE
278064	M's Out And About Shirt	Portugal	Cham TreeMerino™	51% Lyocell Tencel® 49% merino wool			•	•	•
166754	W's Duffy Skirt	Portugal	Trail Stretch™	89% recycled polyester 11% elastane	•	•			
157534	W's Light Shorts	Lithuania	Trail Stretch™	89% recycled polyester 11% elastane	•	•			
157544	W's Skort	Portugal	Main fabric: Wish Woven™ Detail fabric: Aspire Jersey™	Main fabric: 100% polyester Detail Fabric: 100% polyester		•	•		•
166244	W's Liquid Rock Shorts	Estonia	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
197554	W's MTM Thrill Twill Shorts	Vietnam	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% PTT stretch polyester			•		
257534	M's Light Shorts	Lithuania	Trail Stretch™	89% recycled polyester 11% elastane	•	•			
698834	Weather Shorts	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
267634	M's Crux Shorts	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
297554	M's MTM Thrill Twill Shorts	Vietnam	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% PTT stretch polyester			•		
297644	M's Way To Go Shorts	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
165564	W's Liquid Rock Pants	Estonia	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
197144	W's MTM Thrill Twill Pants	Vietnam	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% PTT stretch polyester			•		
197574	W's Way To Go Pants	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
265564	M's Liquid Rock Pants	Estonia	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
297144	M's MTM Thrill Twill Pants	Vietnam	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% PTT stretch polyester			•		
297564	M's Commitment Chinos	Vietnam	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% PTT stretch polyester			•		
297654	M's Way To Go Pants	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
129674	W's Outright Jacket	Lithuania	Polartec® Power Stretch Pro® Light	59% polyester 33% polyamide 8% elastane	•				
129664	W's Outright Houdi	Lithuania	Polartec® Power Stretch Pro® Light	59% polyester 33% polyamide 8% elastane	•				
125974	W's Power Jacket	Portugal	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
125984	W's Power Houdi	Latvia	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
129094	W's Power Air Houdi	Latvia	Polartec® Power Air	54% recycled polyester 38% polyester 8% elastane	•	•			
125834	W's Wooler Houdi	Portugal	Wooler Gridmerino™	100% merino wool			•	•	•
229674	M's Outright Jacket	Lithuania	Polartec® Power Stretch Pro® Light	59% polyester 33% polyamide 8% elastane	•				
229664	M's Outright Houdi	Lithuania	Polartec® Power Stretch Pro® Light	59% polyester 33% polyamide 8% elastane	•				
225974	M's Power Jacket	Portugal	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
225984	M's Power Houdi	Latvia	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
229094	M's Power Air Houdi	Latvia	Polartec® Power Air	54% recycled polyester 38% polyester 8% elastane	•	•			
225834	M's Wooler Houdi	Portugal	Wooler Gridmerino™	100% merino wool			•	•	•
108794	W's Enfold Jacket	Estonia	Main fabric: C9 Ripstop™ Lining: Lite Breather™ Padding: Primaloft® Gold Active+	Main fabric: 70% recycled polyester 30% polyester Lining: 100% recycled polyester Padding: 55% recycled polyester 45% polyester		•	•		•
129844	W's Venture Vest	Estonia	Face fabric & Lining: C9 Ripstop™ Padding: Primaloft Gold Active +	Face fabric & Lining: 70% recycled polyester 30% polyester padding: 55% recycled polyester 45% polyester		•	•		•
108584	W's Heavenly Houdi	Portugal	Main fabric: C9 Ripstop™ Lining: Lite Breather™ Padding: Primaloft® Gold Active+	Main fabric: 70% recycled polyester 30% polyester Lining: 100% recycled polyester Padding: 55% recycled polyester 45% polyester			•	•	•
208794	M's Enfold Jacket	Estonia	Main fabric: C9 Ripstop™ Lining: Lite Breather™ Padding: Primaloft® Gold Active+	Main fabric: 70% recycled polyester 30% polyester Lining: 100% recycled polyester Padding: 55% recycled polyester 45% polyester		•	•		•
229844	M's Venture Vest	Estonia	Face fabric & Lining: C9 Ripstop™ Padding: Primaloft Gold Active +	Face fabric & Lining: 70% recycled polyester 30% polyester padding: 55% recycled polyester 45% polyester		•	•		•
208584	M's Heavenly Houdi	Portugal	Main fabric: C9 Ripstop™ Lining: Lite Breather™ Padding: Primaloft® Gold Active+	Main fabric: 70% recycled polyester 30% polyester Lining: 100% recycled polyester Padding: 55% recycled polyester 45% polyester			•	•	•
159784	Weather Tee	Portugal	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
149854	W's Daybreak Pullover	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
149864	W's Daybreak Jacket	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
148744	W's Daybreaker	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
149874	W's Daybreak Shorts	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
148484	W's Daybreak Pants	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
145174	W's Motion Pants	Estonia	Motion Comfortshell™	49% polyester 42% recycled polyester 9% PTT stretch polyester			•		
249854	M's Daybreak Pullover	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
249864	M's Daybreak Jacket	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
248744	M's Daybreaker	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
249874	M's Daybreak Shorts	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
248484	M's Daybreak Pants	Portugal	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
245174	M's Motion Pants	Estonia	Motion Comfortshell™	49% polyester 42% recycled polyester 9% PTT stretch polyester			•		
148804	W's Airy Jacket	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•

STYLE NO.	STYLE	MADE IN	FABRIC	COMPOSITION	BLUESIGN FABRICS	RECYCLED FIBERS	RECYCLABLE FABRICS	BIODEGRADABLE & RENEWABLE FIBERS	CIRCULAR PRODUCT LIFECYCLE
147694	W's Come Along Jacket	Estonia	Rise Ripstop™	100% recycled polyamide	•	•			
148814	W's Nomad Parka	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
146394	W's BFF Jacket	Estonia	Surpass 2.5-layer Hardshell™	70% recycled polyester 30% polyester		•	•		•
146414	W's BFF Pants	Estonia	Surpass 2.5-layer Hardshell™	70% recycled polyester 30% polyester		•	•		•
149884	W's Leeward Jacket	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
149654	W's Jo Pants	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
149744	W's Lana Jacket	Estonia	Wool Shell	100% merino wool			•	•	•
149754	W's Lana Pants	Estonia	Wool Shell	100% merino wool			•	•	•
648634	The Shelter	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
649944	The Square	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
248804	M's Airy Jacket	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
247694	M's Come Along Jacket	Estonia	Rise Ripstop™	100% recycled polyamide	•	•			
248814	M's Nomad Parka	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
246394	M's BFF Jacket	Estonia	Surpass 2.5-layer Hardshell™	70% recycled polyester 30% polyester		•	•		•
246414	M's BFF Pants	Estonia	Surpass 2.5-layer Hardshell™	70% recycled polyester 30% polyester		•	•		•
249884	M's Leeward Jacket	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
249654	M's Jo Pants	Estonia	Loop Hardshell™	70% recycled polyester 30% polyester	•	•	•		•
249744	M's Lana Jacket	Estonia	Wool Shell	100% merino wool			•	•	•
249754	M's Lana Pants	Estonia	Wool Shell	100% merino wool			•	•	•
358044	Dynamic Beanie	Lithuania	Aspire Jersey™	100% polyester			•		
358034	Dynamic Chimney	Lithuania	Aspire Jersey™	100% polyester			•		
358454	DeSoli Hat	Lithuania	Solid Merino™	100% merino wool			•	•	•
358464	DeSoli Chimney	Lithuania	Solid Merino™	100% merino wool			•	•	•
329084	Outright Hat	Lithuania	Polartec® Power Stretch Pro® Light	59% polyester 33% polyamide 8% elastane	•				
349054	Daybreak Cap	Estonia	Prime Ripstop™	50% polyester 50% recycled polyester	•	•	•		•
368864	Gone Fishing Hat	Estonia	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
328154	Power Wrist Gaiters	Poland	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
429924	Kids Power Hoodi	Lithuania	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
429974	Jr's Power Hoodi	Lithuania	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				

This product is printed by BrandFactory. All their processes are certified according to ISO 14001. On top of that they are also certified to FSC and Nordic Ecolabel (Nordic Swan). This production is printed on Amber Graphic, a Swedish made paper from Arctic Munkedal, one of the most CO₂ efficient mills in the region. For this production, the CO₂ emissions from paper production together with the impact from the print production, is calculated and compensated for by investing in UN-sanctioned projects for CO₂ reduction in the third world.



Our goal is that 100% of our products will be circular by 2022 - made from recycled or biodegradable fibers and recyclable or biodegradable at end-of-life. Read more about our purpose and vision on houdinisportswear.com. Photo: Erik Nylander, Rauland, Norway.





The Houdini Manifesto

STOCKHOLM, NOVEMBER 2017

We are driven by a deep love for nature and the experiences it gives us. We also believe that nature has an intrinsic value, regardless of human needs.

We acknowledge that human activities have created a dire situation for the planet we live on. Companies have a big part in this, and therefore a big responsibility.

The current system, where products are produced, used and discarded at an ever-increasing pace, is not working. Our mission is to transform into a circular system in harmony with our world. Nature itself is the blueprint.

Every resource we use is borrowed from nature and we will therefore treat it carefully.

We will fight overconsumption.

We will contribute to the development and implementation of sustainable technology.

We will collaborate with others and share our knowledge. We will speak for nature when no one else does.

We will question our own way of working and evolve to address the challenges we face.

We will encourage free thinking and individuality among ourselves. Environmental, social and economic factors are interdependent and system change depends on all of them.

Our work is fueled by passion and therefore we take our passions seriously. We will keep exploring the world around us. When it snows, we will go skiing. When there's surf, we will go surfing. We will keep falling in love with nature, and we will bring our friends with us. We will never stop having fun.

We will keep working to minimize our negative footprint, move beyond zero, and leave an entirely positive impact on the world.

*Do good, play hard,
push boundaries and have fun.*

houdinisportswear.com



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