

SPRING / SUMMER 2021

Fabric Hard Facts



X HOUDINI

SPRING / SUMMER 2021 FABRIC HARD FACTS

Activist TreeMerino™

An all-natural blend of fine 19,3µm merino wool and Tencel® lyocell, a fiber made from wood pulp. The fabric is an excellent allround 4-season base fabric that will keep you warm when it's cold outside but still feel cool in warm weather.

- Origin: Sweden
- 60% merino wool 19,3µ, 40% lyocell TENCEL™
- Weight: 170 g/sqm
- Mulesing free and traceable merino wool from Australia, lyocell TENCEL™ from Lenzing in Austria (with EU Ecolabel)
- AME traceable program
- Nature Texx Plasma treated for easy care with less chemicals
- Softer than plain merino
- Vapor and moisture
- Next-to-skin comfort
- Light and soft material
- Naturally odor free
- Made from renewable and biodegradable fibers
- Recyclable

Aspire Jersey™

Next generation functional base. Soft, light and actively helps you transport moisture to keep you dry and active

- Origin: Japan
- 100% polyester
- Weight: 145 g/sqm
- Wicking finish
- Quick dry
- Next-to-skin comfort
- Delta textured fiber
- Mechanical stretch
- pH Pure™ treated
- Recyclable

Atmos Membrane™

Atmos Membrane™ is a hydrophilic membrane, not micro porous, and at the molecular-level moisture moves through the fabrics. The more moisture that is in circulation the greater the ability of the membrane to move moisture away from your body. With Atmos we are sure we have a membrane that delivers Houdini standards when it comes to high performance in an environmentally sustainable way, which no other membrane at the market can live up to. Atmos membrane™ is made from recyclable polyester.

Bluesign®

In our work to be as environmentally friendly as possible we have chosen to work with Bluesign®. Houdini as a company are a Bluesign®-partner and from now on, when we chose new suppliers, we make sure they are part of the Bluesign® standard. The basic idea behind the Bluesign® standard is to combine aspects of consumer safety, water and air emissions as well as occupational health in a single standard under the general objective of resource productivity. The Bluesign® standard guarantees that along the complete production chain, products only contain components and pass through processes, that are harmless to people and the environment. The Bluesign® standard considers all inputs, processes and technologies at their source.

Cham TreeMerino™

This light chambray material in Merino wool and Tencel® mix gives you superior comfort and softness. The natural properties of the materials provides a light and cooling comfort for hot days with superior moisture management, but still keeps you warm when it gets chilly.

- Origin: Taiwan
- 51% lyocell Tencel® 49% merino wool 18.9µm
- Weight: 188 g/sqm
- Mulesing free merino wool from Australia, lyocell Tencel® from Lenzing in Austria (with EU Ecolabel)
- Natural vapor and moisture management
- Softer than plain merino
- Next-to-skin comfort
- Light and soft material
- Naturally odor free

- Made from renewable and biodegradable fibers
- Recyclable

C9 Ripstop™

Ultralight yet durable woven fabric with fantastic breathability and next-to-skin comfort.

- Origin: Japan
- 70% Eco Circle® recycled polyester, 30% polyester
- Weight: 65 g/sqm
- Excellent air permeability
- Soft next-to-skin comfort
- Dull and silent surface
- DWR finish – Fluorocarbon-free
- Bluesign® certified
- Recyclable

Econ Stretch™

Soft, supple and quick drying microfiber stretchfleece insulation with a smooth jersey face.

- Origin: Italy
- 94% recycled polyester, 6% elastane
- Weight: 250 g/sqm
- Excellent warmth-to-weight ratio
- Moisture management
- 4-way stretch
- Microfleece inside
- Jersey face
- Bluesign® certified

Flux Weave

A unique fabric with all the benefits of a synthetic performance fabric: It is light, stretchy, quick-drying and very tough. But it also has the touch and feel of a natural fabric:

A living structure, softness and pleasant breathability.

- Origin: Japan
- 85% recycled polyester 15% polyester
- Weight: 165 g/sqm
- Wicking finish
- Quick dry
- Linen touch spun polyester
- Recyclable

Enlight Jersey™

Cotton-touch polyester jersey. Wicking finish and pH Pure™ anti-odor management gives you comfort in any activities.

- Origin: Japan
- 100% polyester
- Weight: 175 g/sqm
- Wicking finish
- Quick dry
- Next-to-skin comfort
- Cotton-touch
- Mechanical stretch
- pH Pure™ treated
- Recyclable

Liquid Rock™

Ultralight yet extremely durable quick-drying stretch woven with fantastic breathability and cotton-like comfort.

- Origin: Taiwan
- 56% polyamide, 38% recycled polyamide, 7% elastane
- Weight: 107 g/sqm
- 2-way stretch
- Durable high density weave
- Peached finish with dull face
- Soft next to skin comfort
- Excellent air permeability
- Quick dry
- Bluesign® certified

Lite Breather™

A plain woven fabric that gives you comfort next to skin

- Origin: Taiwan
- 100% recycled polyester
- Weight: 79 g/sqm
- Excellent air permeability
- Soft touch
- Good moisture management

- Bluesign® certified
- Recyclable

Loop Hardshell™

A durable fabric with mechanical stretch for high comfort. Tough and silent with a dull and smooth face. Waterproof, breathable, ripstop construction with good abrasion resistance.

- Origin: Japan
- 70% recycled polyester, 30% polyester face fabric
- Atmos™, 100% polyester membrane, Fluorocarbon-Free
- 100% polyester jersey backing fabric
- Weight: 169g/sqm
- Breathability; 20,000 g/m2Y24 hrs
- Waterproofness: 20,000 mm H₂O or higher
- High density fibers for high durability
- Mechanical 2-way stretch
- DWR finish, Fluorocarbon-Free
- Bluesign® certified
- Recyclable

Metropolis Action Twill™

Soft and durable stretch twill with fantastic breathability, denim-look and cotton-like comfort.

- Origin: Taiwan
- 68% polyamide, 28% recycled polyester, 4% elastane
- Weight: 196 g/sqm
- 2-way stretch
- High density weave
- Peached finish with matte face
- Soft next-to-skin comfort
- Bluesign® certified

Mission Hardshell

Waterproof and breathable 2,5L hardshell. A highly durable fabric that will keep you dry in any weather. Treated with a fluorocarbon free water repellent.

- Origin: Japan
- 100% recycled polyester
- Atmos™, 100% Polyester membrane
- Weight: 165 g/sqm
- Breathability; 20,000 g/m2Y24 hrs
- Waterproofness: 20,000 mm H₂O or higher
- High durability
- DWR finish – Fluorocarbon-free
- Bluesign® certified
- Recyclable

Metropolis Stretch Twill™

Lightweight yet durable quick-drying stretch woven with fantastic breathability and cotton-like comfort.

- Origin: Japan
- 41% EcoCircle® recycled polyester, 38% polyester, 21% PTT stretch polyester
- Weight: 180 g/sqm
- 2-way stretch
- High density weave
- Peached finish with dull face
- Soft next to skin comfort
- Excellent air permeability
- Quick dry
- Recyclable

Motion Comfortshell™

Durable, yet lightweight and quickdrying softshell. Water repellent and soft next-to-skin.

- Origin: Japan
- 75% recycled polyester 25% polyester
- Weight: 225 g/sqm
- 2-way stretch
- Durable high density face
- Good balance between wind resistance and air permeability
- Non-membrane
- Soft twill construction inside
- Moisture management performance
- DWR finish – Fluorocarbon-free
- Recyclable

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pH pure™

In perfect balance with your skin. Just like your skin, the pH level of our treated products are slightly acidic. Low pH-value results in an environment that prevents odor-causing bacteria. In partnership with your skin our products will stay fresh, selectively controlling bacterial growth causing odors and skin irritation while promoting beneficial bacteria. Durable, sustainable performance added at fiber level that won't get washed out. Making sure you stay fresh in a natural way.

Polartec® Power Air

A completely new fabric construction where fibers that trap warm air is encapsulated in small pockets. This creates a wonderfully warm and breathable fleece jacket that shed a fraction of the microplastic compared to a normal fleece.

- A new innovation to create fleece by capsulating filament fibers in air pockets to obtain warmth.
- Origin: USA
- Weight: 356g/sqm
- 54% recycled polyester 38% polyester 8% elastane
- 4-way stretch
- Insulating air capsulating technology
- Bluesign® certified

Polartec® Power Air Light

A new light fabric construction where fibers that trap warm air is encapsulated in small pockets. This creates a wonderfully warm and breathable fleece jacket that shed a fraction of the microplastic compared to a normal fleece.

Light, durable and warming.

- Origin: USA
- Weight: 268 g/sqm
- 73% recycled polyester 27% elastrelle-polyester
- 4-way stretch
- Polartec® Power Air insulation fabric
- Insulating air capsulating technology
- Bluesign® certified
- Recyclable

Polartec® Power Stretch Pro®

Soft and supple microfiber stretch fleece insulation with an instant dry feeling and a jersey face with superior durability.

- Origin: Italy
- 57% polyester, 33% polyamide, 10% elastane
- Weight: 246 g/sqm
- Excellent breathability
- Active moisture management
- Quick dry bi-component construction
- Wicking microfleece inside
- 4-way stretch
- Durable polyamide face
- Bluesign® certified

Polartec® Power Stretch Pro® Light

Soft and supple microfiber stretch fleece insulation with an instant dry feeling and a jersey face with superior durability.

- Origin: Italy
- 59% polyester, 33% polyamide, 8% elastane
- Weight: 170 g/sqm
- Excellent breathability
- Active moisture management
- Quick dry bi-component construction
- Wicking microfleece inside
- 4-way stretch
- Durable polyamide face
- Bluesign® certified

PrimaLoft® Gold Insulation Active +

A highly water repellent, durable and quick drying alternative to down. Exceptional warmth-to-weight ratio.

- Origin: China

- 55% recycled polyester, 45% polyester
- Weight: 40 g/sqm, 60 g/sqm, 80 g/sqm
- Excellent warmth to weight-ratio
- Soft and compressible
- Highly water resistant
- Migration resistant
- DWR finish – Fluorocarbon-free
- Bluesign® certified
- Recyclable

Prime Ripstop™

Durable ripstop construction with mechanical stretch. This fabric has the perfect combination between air permeability and wind resistance.

- Origin: Taiwan
- 62% polyester 38% recycled polyester
- Weight: 177 g/sqm
- Ripstop
- Mechanical stretch
- Soft hand
- DWR finish – Fluorocarbon-free
- Bluesign® certified
- Recyclable

Rise Ripstop™

Durable ripstop fabric with soft touch. Water repellent, highly wind resistant, ultralight and stowable.

- Origin: Japan
- 100% recycled polyamide
- Material from Pertex®
- 37g/sqm
- Highly wind resistant
- Ultra light
- Ripstop construction
- DWR finish – Fluorocarbon-Free
- Bluesign® certified

Solid Merino™

The ultimate organic solution. Super fine merino wool knitted into a light and soft fabric for all type of adventures.

- Origin: Lithuania
- 100% merino wool 17,5 µm
- Mulesing free merino wool from South America
- Nature Texx Plasma treated for easy care with less chemicals
- Weight: 150 g/sqm
- Vapor and moisture management
- Next-to-skin comfort
- Mechanical stretch
- Naturally odor free
- Made from renewable and biodegradable fibers
- GOTS certified
- Recyclable

Surpass 2.5-L Hardshell™

Supple, soft and silent stretch hardshell. Waterproof, breathable, lightweight and stowable.

- Origin: Japan
- 70% Eco Circle® recycled polyester, 30% polyester
- Atmos™, 100% polyester membrane
- Weight: 113 g/sqm
- Breathability: 15,000 g/m²Y24 hrs
- Waterproofness: 20,000 mm H₂O or higher
- 2-way stretch
- Smooth and durable face
- Soft and silent surface
- DWR finish – Fluorocarbon-free
- Recyclable

Trail stretch™

Light and soft fabric perfect for warm days. Quick drying and excellent air permeability.

- Origin: Taiwan
- 89% recycled polyester, 11% elastane
- Weight: 95 g/sqm
- Wicking finish
- Dull face
- Soft next to skin
- 4-way stretch
- Quick dry
- Bluesign® certified

Wish Woven™

Super comfortable and soft fabric with quick drying and moisture management properties.

- Origin: Japan
- 70% recycled polyester 30% polyester
- 98 g/sqm
- Quick drying
- 2-way stretch
- Soft touch
- Wicking finish
- Dull face
- Recyclable

Woodland Jersey

100% Tencel™ lyocell fabric made in Lenzig, Austria from sustainable sourced woodpulp. It has an incredibly soft touch, a smooth drape and cool feel against the skin on warm summer days.

- Origin: Italy
- 100% lyocell TENCEL™
- Weight: 158 g/sqm
- TENCEL™ from Lenzing in Austria (with EU Ecolabel)
- Soft next-to-skin
- Closed loop production process with minimal waste
- Superior moisture absorption
- Light and cool on body
- Made from renewable and biodegradable fibers
- Recyclable

Wool Shell™

100% super fine merino wool in a durable woven construction. This fabric offers something beyond an ordinary shell layer.

- Origin: China
- 100% super fine merino wool, 16µm
- Weight: 245g/sqm
- Mulesing free wool from Australia
- Durable woven construction
- Wind resistant by construction
- Made from renewable and biodegradable finbers
- Recyclable

Wooler GridMerino™

A new dimension of wool fabric combining super soft merino wool with a technical grid construction.

- Origin: Italy
- 100% merino wool 17,50µm
- Weight: 260 g/sqm
- Mulesing free merino wool from New Zealand
- ZQ traceable wool program
- Certified by EMAS (EU Eco-Management and Audit Scheme)
- Vapor and moisture management
- Next-to-skin comfort
- Mechanical stretch
- Naturally odor free
- Technical grid construction
- Warming fleece inside
- Made from renewable and biodegradable finbers
- Recyclable



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