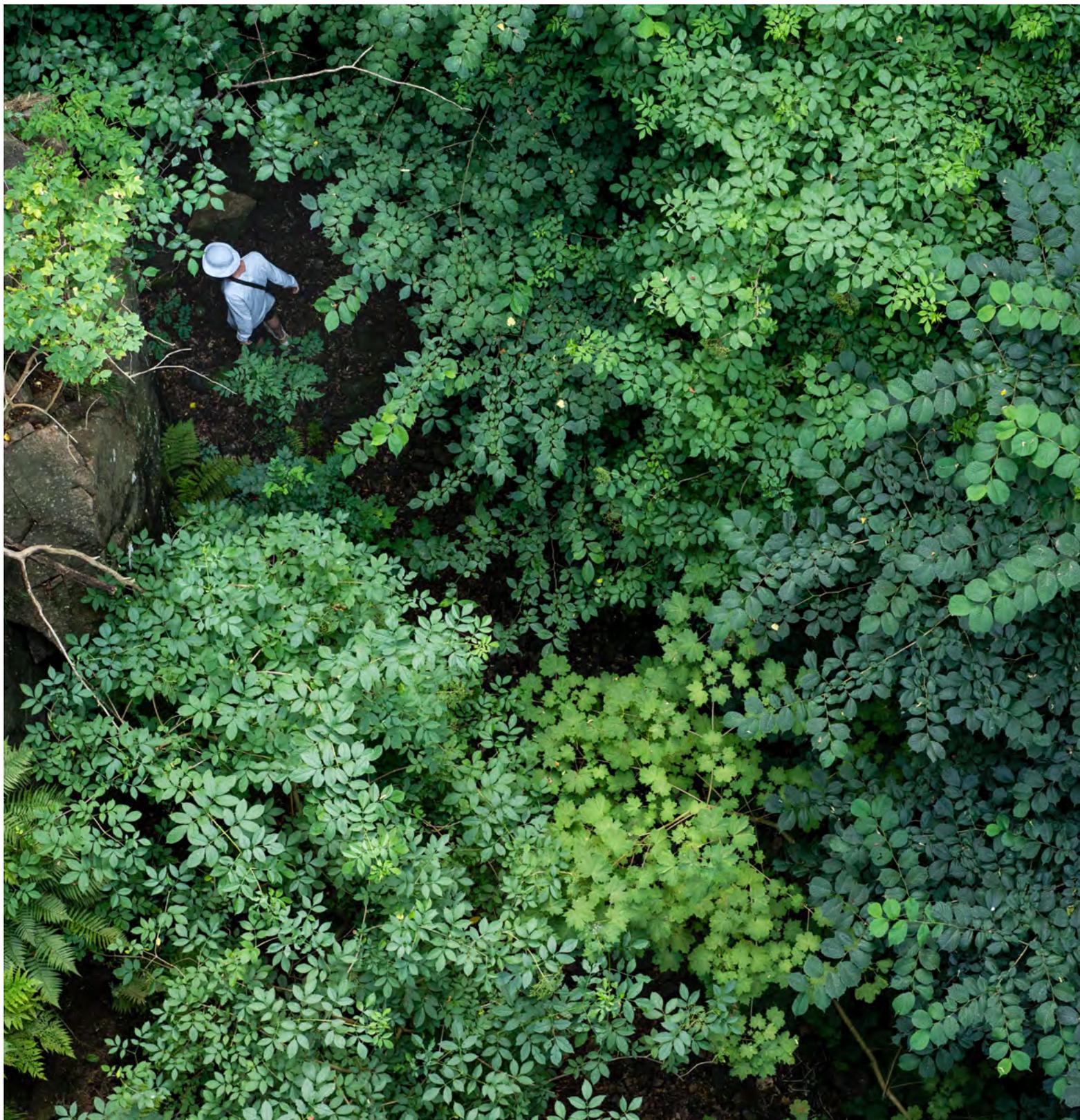


SPRING / SUMMER

2021



XHOUDINI

Houdini colleagues and friends in Rawland, 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.



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. 60% of our spring & summer 2021 collection is completely circular and this number is growing

every season. The goal is to be 100% circular in 2022.

We design our products to become lifelong companions and to extend their lifetime further, we offer services with-in care, repair and reuse. With our Rental service we are moving beyond products, challenging business models and exploring how our products can be shared. And with our second hand service Reuse, we let our customers buy and sell used Houdini garments, extending product lifetime even further and reducing the overall environmental impact by lowering the need for new garments.

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. Join our quest for a better world. Together we can change things!

*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.

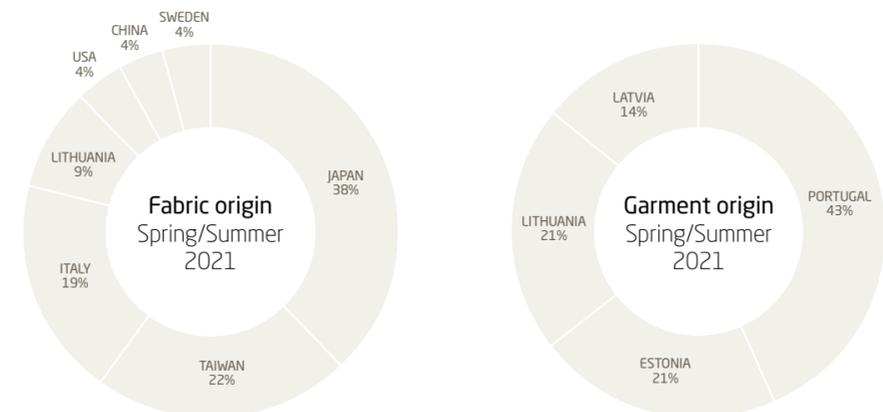


Circularity – how does it work?

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



Daybreak Jacket
Power Houdi
The Square

Shortleeve Shirt
Cover Crew
Aerial Pants

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.

SPRING / SUMMER 2021 COLOR OVERVIEW





Lana Jacket
Nomad Parka
Motion Top Pants

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 at houdinisportswear.com.

“Environmental, social and economic factors are interdependent and system change depends on all of them.”

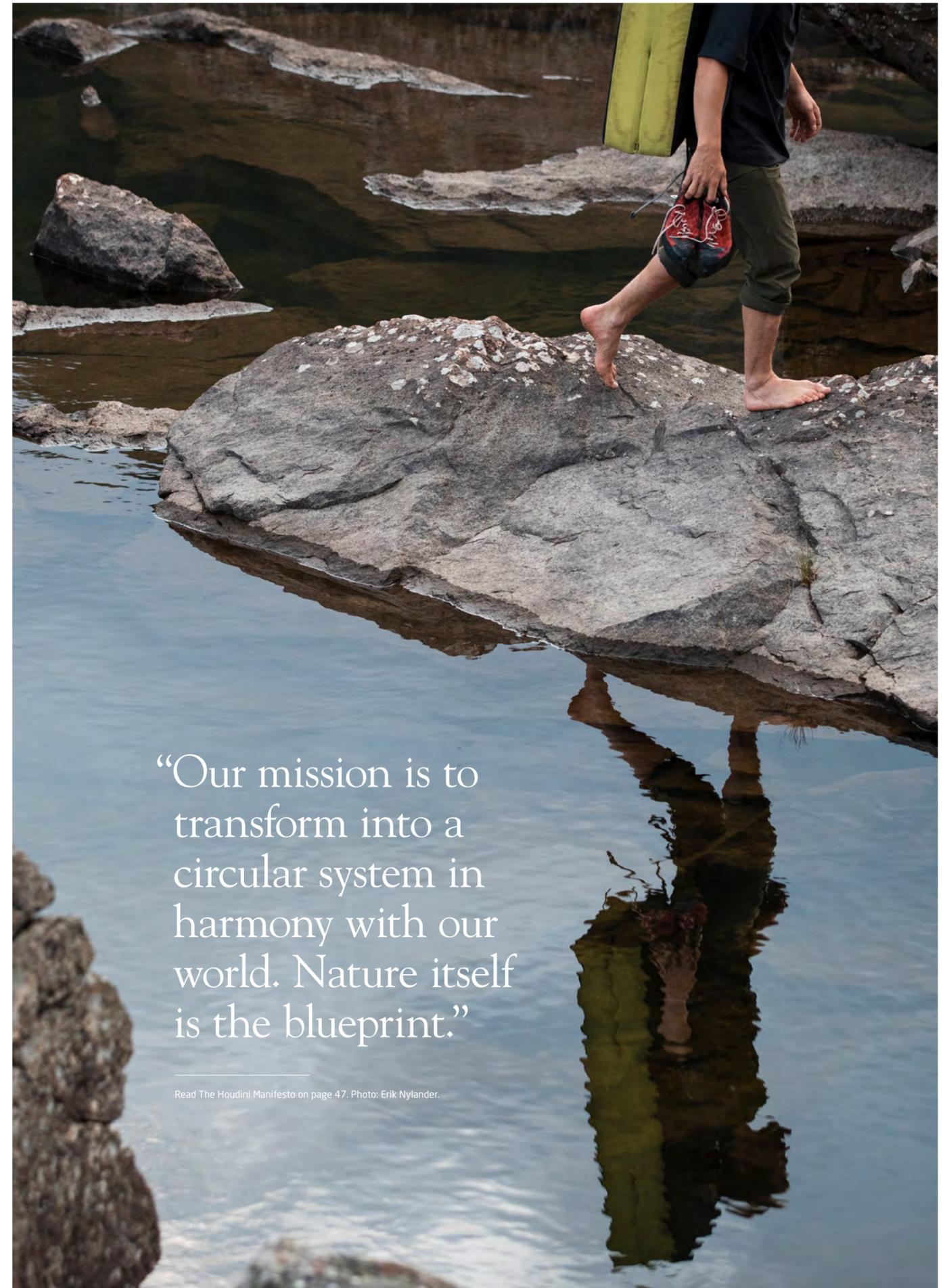
Read The Houdini Manifesto on page 47. Photo: Erik Nylander.



Power Houdi
Motion Top Pants



Tree Tee
Wadi Shorts



“Our mission is to transform into a circular system in harmony with our world. Nature itself is the blueprint.”

Read The Houdini Manifesto on page 47. Photo: Erik Nylander.



THE ARCTIC ADVENTURER
Motion Top Pants ○△△



THE TRAVELER
Aerial Pants ○△△



THE FIXIE CHICK
Aerial Pants ○△△



THE HIKER
Wadi Shorts ⊕



THE YOGI
Wadi Pants ⊕



THE TECH HEAD
Omni Pants △



THE CASUAL CAMPER
Aerial Pants ○△△



THE TRAIL FINDER
Wadi Shorts ⊕



THE NEMOPHILIST
Motion Top Pants ○△△



THE MESSENGER
Omni Pants △



THE BEACH BOY
Wadi Shorts ⊕



THE CRUX CONQUEROR
Aerial Pants ○△△

A brand new ^{New!} pants collection

FOR SPRING 2021 we are upgrading our pants and shorts line. A few trusted classics in company with five completely new models together form a line with everything from technical mountaineering pants to light, packable travel garments. Designed for maximal functionality, comfort and always with a minimal environmental impact.



THE MOUNTAINEER
Wadi Shorts ⊕



THE BOULDERER
Wadi Pants ⊕



THE COMMUTER
Aerial Pants ○△△

Introducing Tree Tee – the staple everyday t-shirt for an active life



Tree Tee
Aerial Pants

Tree Message Tee
Wadi Pants

Dress yourself in wood New!

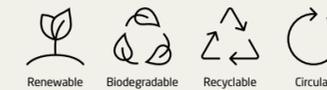
THE ALL NEW Tree Tee is the ultimate combination of timeless design and innovative textile engineering. The t-shirt has a classic cut that feels familiar from the first time you put it on. The fabric is where the true innovation lies. The Woodland Jersey is a 100% Tencel™ lyocell fabric made in Lenzig, Austria. It has an incredibly soft touch, a smooth drape and cool feel against the skin on warm summer days.

The wood and pulp used comes from natural forests and sustainably managed plantations. All Tencel™ fibers are

certified with FSC or PEFC, ensuring sustainable forest management and carry the EU Ecolabel. The Tencel™ factory in Lenzig recycles process water and reuses all chemicals at a recovery rate of more than 99%. Wood is a renewable resource and since we never mix natural fibers and synthetics, the fabric is also completely biodegradable.

Tree Tee is the perfect garment if you are looking for an everyday t-shirt for an active life. The smooth softness of the Woodland Jersey fabric is hard to match.

Learn more about how we work with natural materials at houdinisportswear.com



“The ultimate combination of timeless design and innovative textile engineering.”





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 at houdinisportswear.com. Photo: Erik Nylander, Rauland, Norway



Desoli Crew
Desoli Tights

Tree 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.



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 at houdinisportswear.com.



Nomad Parka
Commitment Chinos

Mono Air Crew
Omni Pants

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.

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



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 at houdinisportswear.com.



Enfold Jacket
Motion Top Pants

Enfold Jacket
The Square

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.



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 at houdinisportswear.com.



BFF Jacket
The Square

Airy Jacket
Motion Top Pants

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.

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



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.



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.

Learn more at houdinisportswear.com



Care for what you love

AN IMPORTANT PART of a textile product's total environmental impact is related to how long the product can be used before it is worn out, how well it has been taken care of and finally, what happens to it when it can no longer be used for its original purpose. Actually, prolonging the lifetime of a garment by two will decrease its climate impact by 49 %*.

So a good place to start is to choose clothing that is durable, timeless and made from recycled or renewable and recyclable or biodegradable fibers. Then, the way you take care of your clothes whilst you are wearing them also makes a big difference. Not only for the environment, but also for the performance of your products. Cutting back on how

frequently we use our washing machines is a huge win for our garments as well as for the environment.

OUR DESIGN PHILOSOPHY is about providing products that last. Products that, by their quality, style and functionality, simply don't need to be replaced. The idea is to extend product lifetime in every way possible and to make sure your Houdini companion travels with you for as long as possible.

And with our second-hand service Reuse, we let our customers buy and sell used Houdini garments, extending the lifetime even further and reducing the overall environmental impact by lowering the need for new garments.

* Sandin, et al. (2019). Environmental assessment of Swedish clothing consumption: Six garments – sustainable futures. Mistra Future Fashion report series.

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.



Nomad Parka
Mono Air Crew
Wadi Pants



Cover Crew
Wadi Shorts

“We will fight overconsumption.”

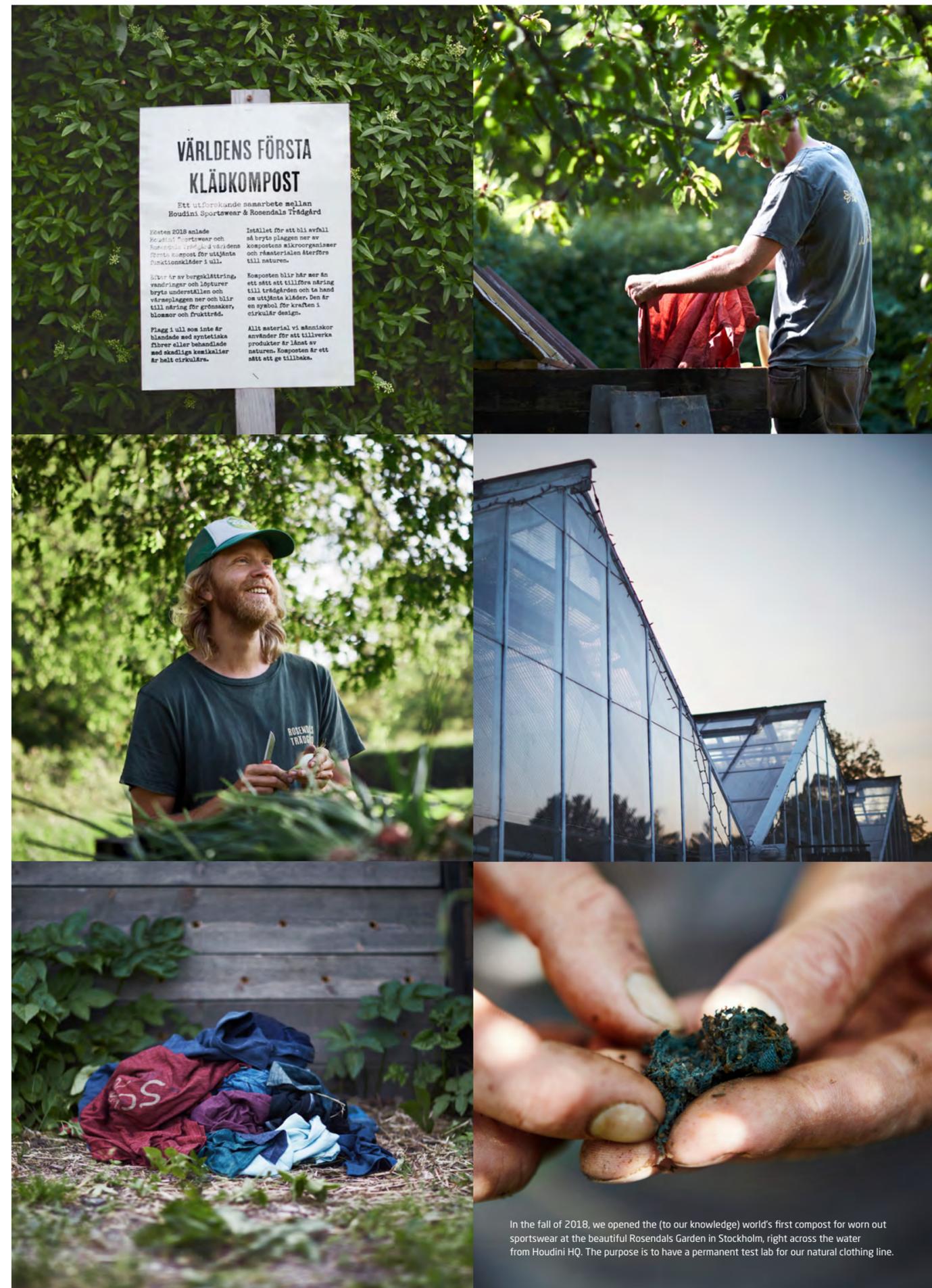
[Read The Houdini Manifesto on page 47.](#)





The art of the 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.



Wool as pure as nature itself

WE SEE THE resources we use as borrowed from nature and it's our responsibility to make sure they can be given back.

Our performance garments in merino wool are light, warm and designed for circularity. This means that the natural fibers are not blended with synthetics, maximizing the natural functionality and providing an end-of-life solution.

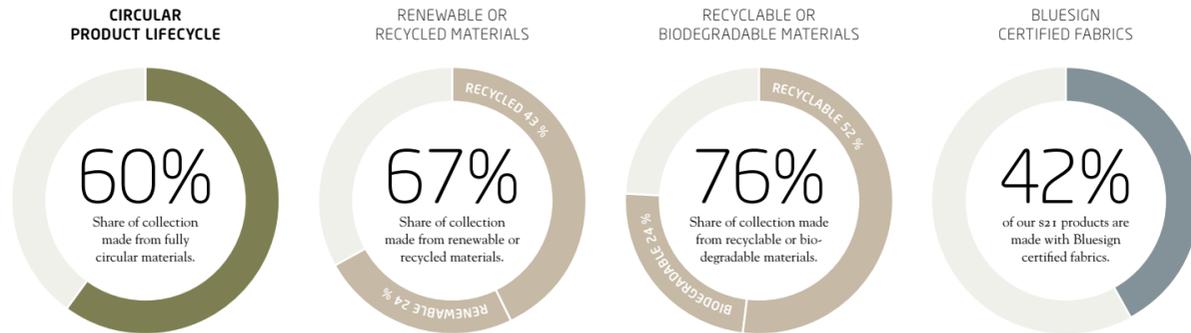
Wool is a great performance fiber. It provides insulation on cold days but also feels cool in warm conditions. It is naturally antibacterial, keeping the garment fresh longer

than any other fiber. Our pure wool and natural wool blends are also completely biodegradable. When a garment is worn out, the raw material can be used again: Either recycled as new products or composted and transformed into new building blocks for nature itself.

MILLIONS OF YEARS of evolution has designed a fantastic performance material that can dissolve into nutrients for other things to grow. We just have to keep this system intact.

Learn more about how we work with natural materials at houdinisportswear.com

SPRING / SUMMER 2021 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 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.

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			•	•	•
151004	W's DeSoli Tee	Lithuania	Solid Merino™	100% merino wool			•	•	•
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			•	•	•
251004	M's DeSoli Tee	Lithuania	Solid Merino™	100% merino wool			•	•	•
258414	M's DeSoli Boxers	Lithuania	Solid Merino™	100% merino wool			•	•	•
258444	M's DeSoli Tights	Lithuania	Solid Merino™	100% merino wool			•	•	•
137874	W's Activist Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% lyocell Tencel®			•	•	•
137484	W's Activist Message Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% lyocell Tencel®			•	•	•
157524	W's Dynamic Tee	Lithuania	Aspire Jersey™	100% polyester			•		
130954	W's Tree Tee	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
131024	W's Tree Message Tee	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
131014	W's Tree Tank	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
237874	M's Activist Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% lyocell Tencel®			•	•	•
237484	M's Activist Message Tee	Latvia	Activist Treemerino wool™	60% merino wool 40% lyocell Tencel®			•	•	•
257514	M's Dynamic Tank	Lithuania	Aspire Jersey™	100% polyester			•		
257524	M's Dynamic Tee	Lithuania	Aspire 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			•		
257494	M's Big Up Tank	Portugal	Enlight Jersey™	100% polyester			•		
230954	M's Tree Tee	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
231024	M's Tree Message Tee	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
231014	M's Tree Tank	Portugal	Woodland Jersey	100% lyocell Tencel®			•	•	•
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		•	•		•

STYLE NO.	STYLE	MADE IN	FABRIC	COMPOSITION	BLUESIGN FABRICS	RECYCLED FIBERS	RECYCLABLE FABRICS	BIODEGRADABLE & RENEWABLE FIBERS	CIRCULAR PRODUCT LIFECYCLE
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			•	•	•
158714	W's Trail Vest	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
158694	W's Cover Crew	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
238724	M's Cosmo Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
267594	M's Shortsleeve Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
267624	M's Longsleeve Shirt	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
278064	M's Out And About Shirt	Portugal	Cham TreeMerino™	51% lyocell Tencel® 49% merino wool			•	•	•
258714	M's Trail Vest	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
258694	M's Cover Crew	Portugal	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
159784	Weather Tee	Portugal	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
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		•	•		•
160854	W's Wadi Shorts	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
149874	W's Daybreak Shorts	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
698834	Weather Shorts	Portugal	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
257534	M's Light Shorts	Lithuania	Trail Stretch™	89% recycled polyester 11% elastane	•	•			•
260854	M's Wadi Shorts	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
249874	M's Daybreak Shorts	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
267634	M's Crux Shorts	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
297644	M's Way To Go Shorts	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
160724	W's Wadi Pants	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
190784	W's Omni Chinos	Portugal	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% (PTT)			•		
190814	W's Aerial Chinos	Portugal	Flux Weave	85% recycled polyester 15% polyester		•	•		•
197574	W's Way To Go Pants	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
190844	W's Motion Top Pants	Portugal	Motion Comfortshell™	75% recycled polyester 25% polyester		•	•		•
260724	M's Wadi Pants	Portugal	Liquid Rock™	56% polyamide 38% recycled polyamide 6% elastane	•				
290784	M's Omni Chinos	Portugal	Metropolis Stretch Twill™	41% recycled polyester 38% polyester 21% (PTT)			•		
290814	M's Aerial Chinos	Portugal	Flux Weave	85% recycled polyester 15% polyester		•	•		•
297654	M's Way To Go Pants	Estonia	Metropolis Action Twill™	68% polyamide 28% recycled polyester 4% elastane	•				
290844	M's Motion Top Pants	Portugal	Motion Comfortshell™	75% recycled polyester 25% polyester		•	•		•
129674	W's Outright Jacket	Lithuania	Polartec® Power Stretch Pro® Light	52% polyester 39% polyamide 9% elastane	•				
129664	W's Outright Houdi	Lithuania	Polartec® Power Stretch Pro® Light	52% polyester 39% polyamide 9% elastane	•				
125974	W's Power Jacket	Latvia	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	•	•			
120714	W's Mono Air Houdi	Latvia	Polartec® Power Air Light	73% recycled polyester 27% elastrelle-polyester	•	•	•		•
121034	W's Mono Air Crew	Latvia	Polartec® Power Air Light	73% recycled polyester 27% elastrelle-polyester	•	•	•		•
125834	W's Wooler Houdi	Portugal	Wooler Gridmerino™	100% merino wool			•	•	•
229674	M's Outright Jacket	Lithuania	Polartec® Power Stretch Pro® Light	52% polyester 39% polyamide 9% elastane	•				
229664	M's Outright Houdi	Lithuania	Polartec® Power Stretch Pro® Light	52% polyester 39% polyamide 9% elastane	•				
225974	M's Power Jacket	Latvia	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	•	•			
220714	M's Mono Air Houdi	Latvia	Polartec® Power Air Light	73% recycled polyester 27% elastrelle-polyester	•	•	•		•
221034	M's Mono Air Crew	Latvia	Polartec® Power Air Light	73% recycled polyester 27% elastrelle-polyester	•	•	•		•
225834	M's Wooler Houdi	Portugal	Wooler Gridmerino™	100% merino wool			•	•	•
108794	W's Enfold Jacket	Estonia	Main fabric: C9 Ripstop™ Lining: Lite Breathe™ 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		•	•		•
208794	M's Enfold Jacket	Estonia	Main fabric: C9 Ripstop™ Lining: Lite Breathe™ 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		•	•		•
149854	W's Daybreak Pullover	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
149854	W's Daybreak Pullover	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
149864	W's Daybreak Jacket	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		

STYLE NO.	STYLE	MADE IN	FABRIC	COMPOSITION	BLUESIGN FABRICS	RECYCLED FIBERS	RECYCLABLE FABRICS	BIODEGRADABLE & RENEWABLE FIBERS	CIRCULAR PRODUCT LIFECYCLE
148744	W's Daybreaker	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
249854	M's Daybreak Pullover	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
249864	M's Daybreak Jacket	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
248744	M's Daybreaker	Portugal	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
148804	W's Airy Jacket	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
147694	W's Come Along Jacket	Estonia	Rise Ripstop™	100% recycled polyamid	•	•			
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		•	•		•
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	•	•	•		•
248804	M's Airy Jacket	Estonia	C9 Ripstop™	70% recycled polyester 30% polyester		•	•		•
247694	M's Come Along Jacket	Estonia	Rise Ripstop™	100% recycled polyamid	•	•			
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		•	•		•
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	52% polyester 39% polyamide 9% elastane	•				
349054	Daybreak Cap	Estonia	Prime Ripstop™	62% polyester 38% recycled polyester	•		•		
368864	Gone Fishing Hat	Estonia	Wish Woven™	70% recycled polyester 30% polyester		•	•		•
328154	Power Wrist Gaeters	Latvia	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
429924	Kids Power Houdi	Latvia	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
429974	Jr's Power Houdi	Latvia	Polartec® Power Stretch Pro®	57% polyester 33% polyamide 10% elastane	•				
429124	Jr's Lodge Pants	Poland	Polartec® Power Dry®	91% recycled polyester 9% elastane	•	•			

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

Read The Houdini Manifesto on page 47.



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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.

Rickard Sjöquist in Dyviksudd, close to the Houdini headquarters. Photo: Erik Nylander.

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

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Houdini Sportswear

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