



X HOUDINI

Designing for circularity since 2001.

With nature as our blueprint we design circular materials, products and business models and principles for a circular eco system and a waste free thriving world.



Why circular on our journey towards regenerative.

The world's appetite for consuming natural resources.

A systems perspective and science-based frameworks are key in understanding our impact on the earth-system and how to navigate on our journey towards regenerative.



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

An aerial photograph of a vast, snow-covered mountain slope. A distinct zigzag ski track is visible, winding down the mountain. A single skier is positioned near the bottom of the track. The sky is a deep, clear blue, and the snow appears bright white with some subtle textures and shadows.

Our love for nature and
the intrinsic value of nature.

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The untapped potential in going circular.

From a transactional to a relational economy opening up for community, service development, recommerce and circular business models such as Rental and Subscription.



Maximum experience.
Zero impact. And beyond.

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The world around us.

\$3 trillion take-make-waste industry.

Somewhere between 80 billion and 150 billion garments are produced and sold globally each year. 60% ends up in incinerators or landfills within years of being made.





99%

turns to waste.

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

Source: The Ellen McArthur Foundation

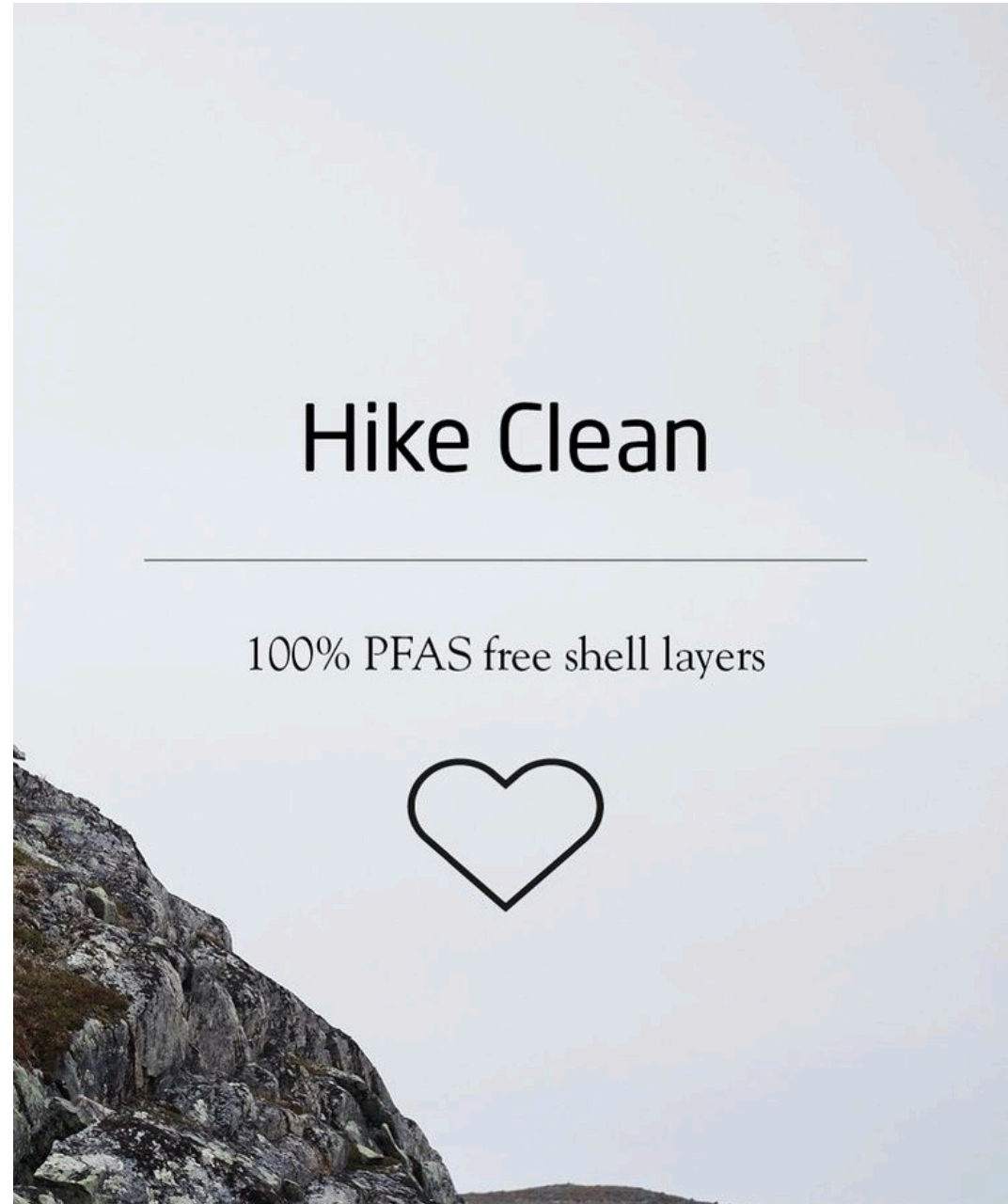
PFAS

still the chemistry of choice for outerwear.

Substitution of "forever chemicals" could have started 10 years ago and regulations should be in place by now.

Hike Clean

100% PFAS free shell layers



What we have accomplished so far.



87%

According to our customers “addictive” products. 87% of them circular by design, designed for the organic or the technical cycle.

10 vs. 1287 days of use.

The average use of a Houdini garment is 1287 times, according to a 2019 customer-survey. Hence, we can design products to last at least 10 times longer, in many cases 150 times longer. It's simply a matter of choice.

Source: The Power Houdi Survey 2019





Strong organic growth

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



Distribution on +20 markets.

Global selective distribution. The Nordics, Europe and North America is our focus.

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

Recognition.

“Houdini, a Swedish sustainable tech powerhouse.”

Highsnobiety 2019

“Houdini encourages businesses to have a positive impact on the planet.”

Forbes 2018

Houdini has cemented itself as a cult-favorite in the high-end mountaineering market not only because of its apparel performance, but because of a constant spirit of change and sustainable innovation.

Barron's 2019



Magnetism and trust.

Our work has gained us the most incredible, generous and engaged innovation partners, customers and users. They have always been and will continue being essential co-creators on our journey.



A black and white photograph of two hands shaking, symbolizing partnership and collaboration. The hands are positioned in the center of the frame, with fingers interlaced. The background is dark and out of focus.

Partnerships and collaboration.

Collaborations to evolve in our forefront position, innovation capacity and cross-pollination with world renown brands, thought leaders and change agents.

Welcome to the future

Have your favorite gear when you need it, but skip the part of washing, mending and storing. Fight overconsumption by investing in a sharing economy. We don't deliver with robots in flying cars (yet) but this is a step into the future of clothing. Thank you for being a part of it!

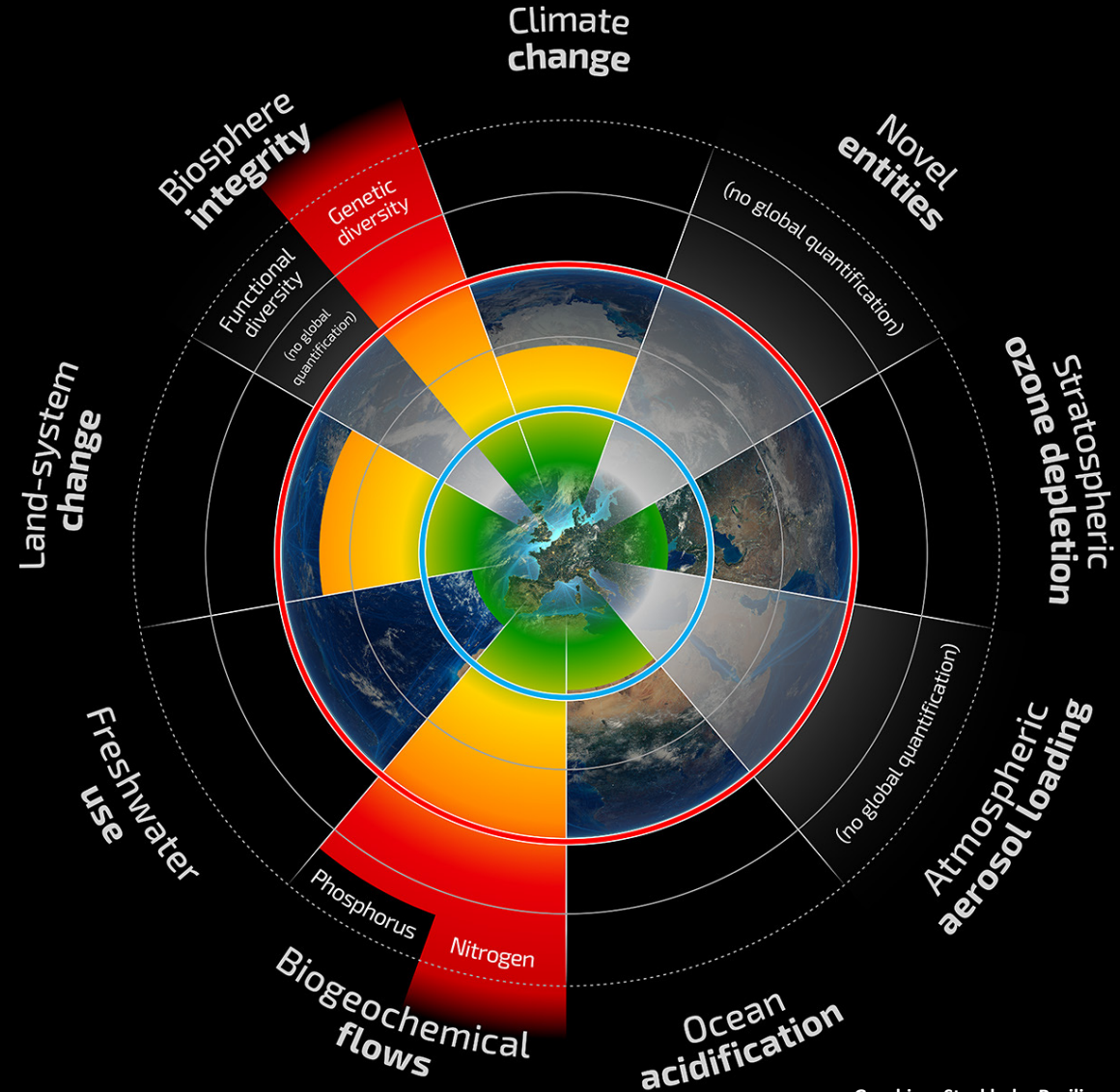
Business model innovation.

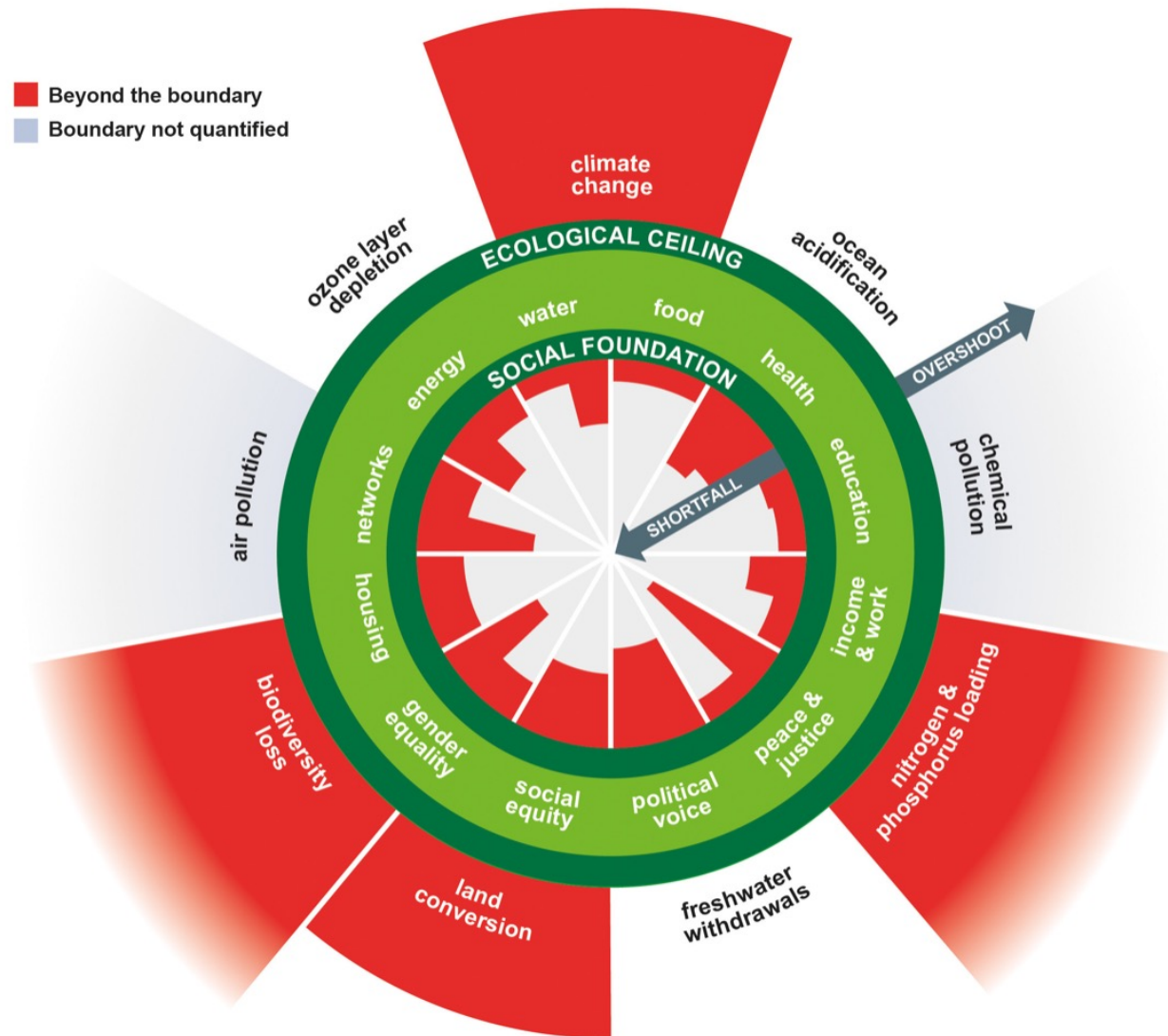


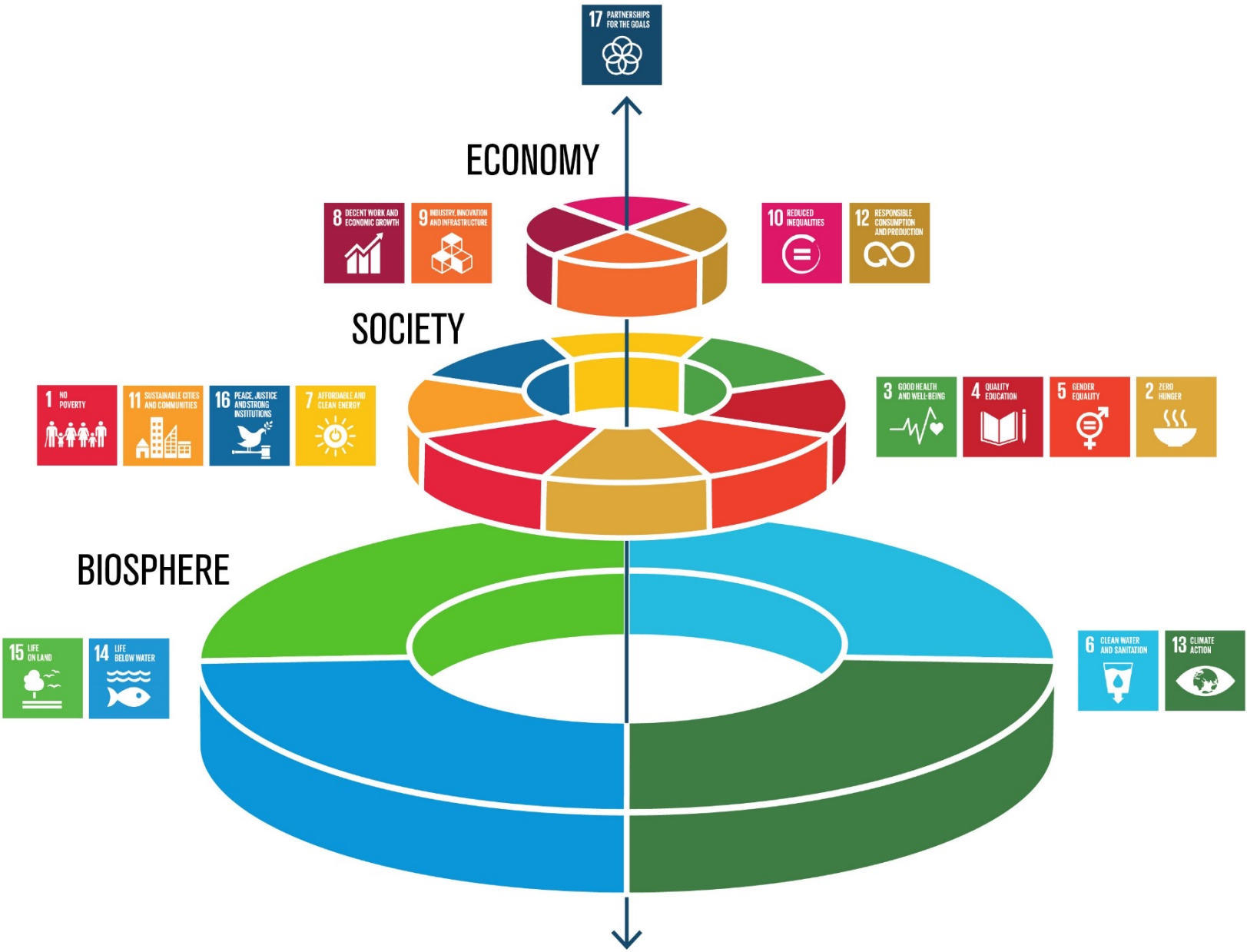
Sensemaking on our journey.

Science-based systems perspective.

Designing operations to stay within the Planetary Boundaries framework.



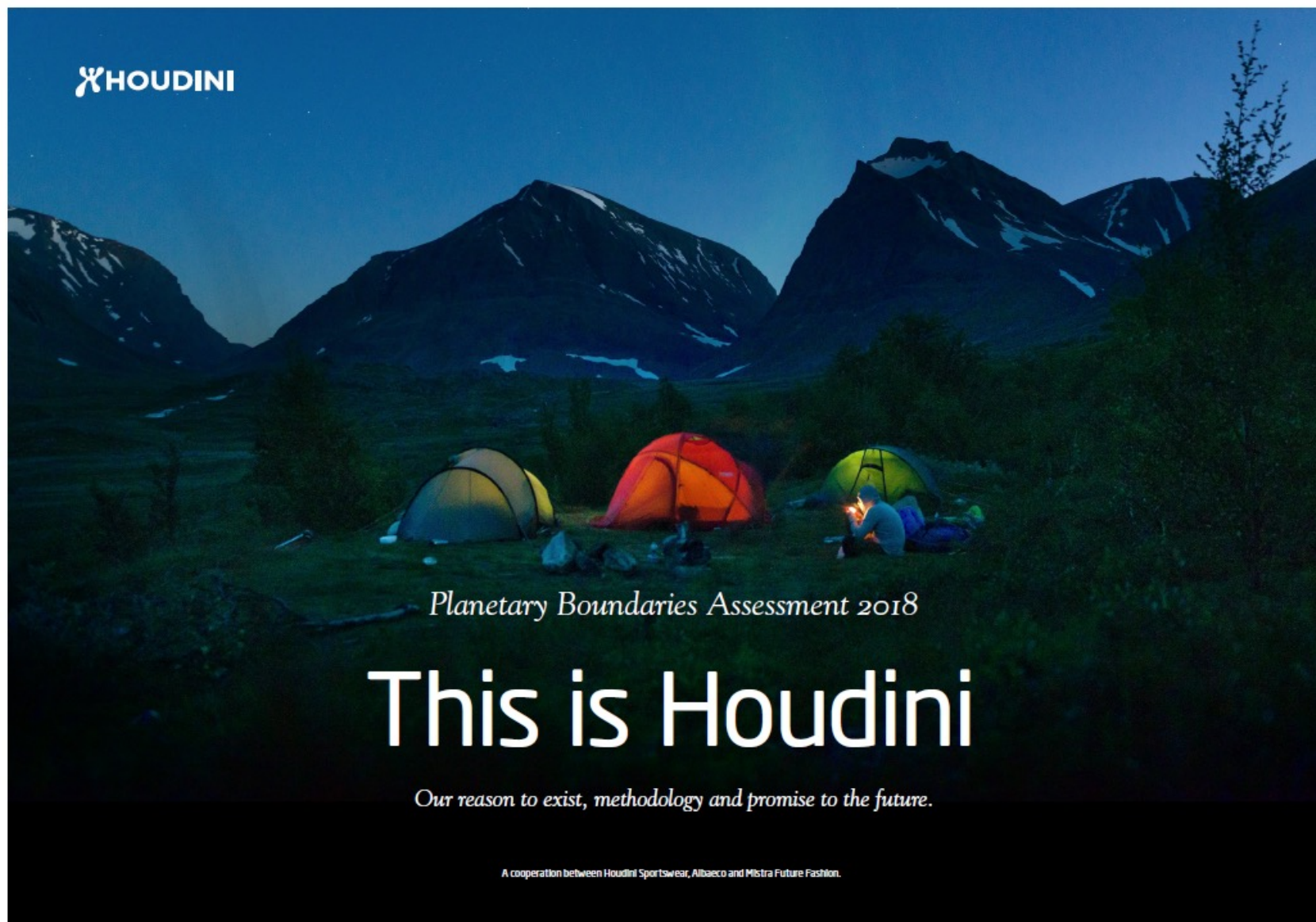




A photograph of two hikers in a forest. In the foreground, a man with a beard and a brown cap is looking towards the camera, his hand near his chin. He is wearing a light green t-shirt and a large blue backpack. In the background, another man with short grey hair and a maroon shirt is looking off to the side, holding a trekking pole. He is also wearing a large backpack. The background is a dense forest with tall trees and green foliage.

Through the lens of our purpose, values and vision.

The science based frameworks are essentials but the keel and rudder is our values and our purpose. Our vision is the North Star we are navigating towards.



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Planetary Boundaries Assessment 2018

This is Houdini

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

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

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?
Is it fit for sharing, repairing, remaking and reselling?
Does it have a next-life solution?



Innovation into the future.

A wide-angle photograph of a snowy mountain landscape. The terrain is covered in deep, smooth snow with some rocky outcrops visible. Three hikers are visible in the lower half of the frame, moving across the snow. The hiker in the foreground is wearing a purple jacket and dark pants, carrying a large backpack and using trekking poles. Two other hikers are further back, one in a grey jacket and the other in a blue jacket, also carrying backpacks and using poles. The sky is a clear, pale blue.

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Reimagining everything.



A scenic photograph of a rocky shoreline with several gnarled, dark trees in the foreground. The trees frame a view of a calm, blue body of water extending to a distant, hazy horizon under a clear sky. The lighting suggests late afternoon or early morning, with long shadows and warm tones.

Project Mono Air

Circular open-source innovation where zooming in and zooming out helps us secure the systems perspective while never compromising with the love to detail.

The systems challenge

Thermal insulation waste streams in all its shapes and forms.



The design opportunity

Next generation circular mono material thermal mid layers.





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Hope for the future.



An emerging mindshift.

Potential exponential change in consumer behavior and customer expectations.



A wide-angle night photograph of a snowy mountain landscape. In the foreground, two tents are pitched in the snow; one is blue and the other is green, both illuminated from within. The middle ground shows a steep, snow-covered slope leading up to a rocky ridge. The sky is dark and filled with stars, with a vibrant green aurora borealis (Northern Lights) visible in the upper left and center. The word "Nature." is written in white text in the center of the image.

Nature.

The Houdini logo, featuring a stylized white 'X' symbol.

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Technologies in partnership with nature.

Blockchain (left) looks very similar to "the internet of trees" (right),
the web of mycelium connecting plants, enabling them to communicate with each other.





THE *Houdini* MENU



What happens with your clothes
after you are done with them?

A person wearing a blue shirt, shorts, and a hat is kneeling on a rocky shore, packing gear into a backpack. The scene is set next to a clear, shallow stream that reflects the surrounding greenery and the person. The background features a steep, mossy bank with dense vegetation. The Houdini logo, consisting of a stylized 'H' icon followed by the word 'HOUDINI' in a bold, sans-serif font, is overlaid in white on the right side of the image.

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