

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.



Dreaming of maximum experience,
zero impact. And beyond.





We have no sustainability work.
Just a lot of work.

Designing for circularity since 2001.

With nature as our blueprint, we are
designing an ecosystem where materials,
products and knowledge continuously flow.





Designing for zero waste.

On our way towards a circular ecosystem by 2030.

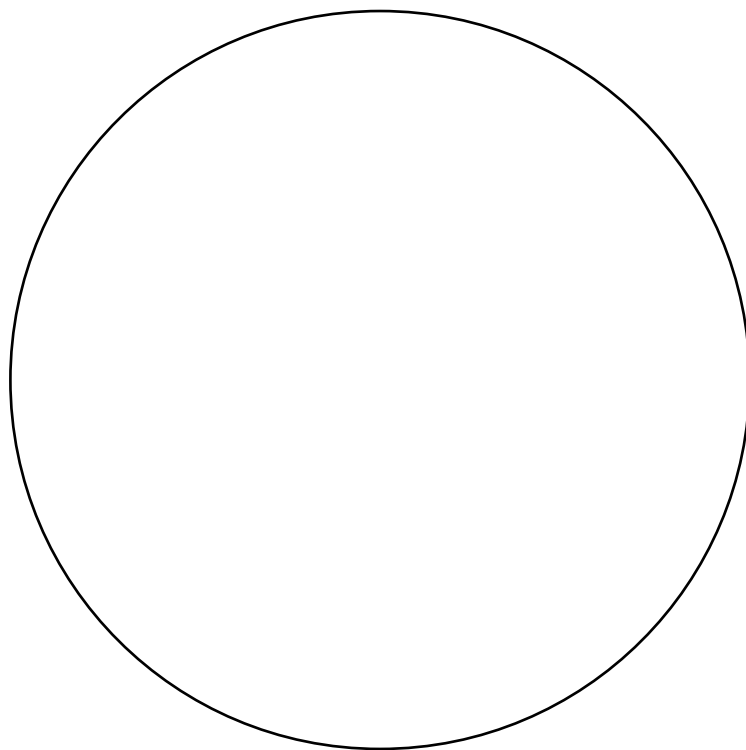
Currently 88% of our products are circular by design,
aiming to reach 100%.

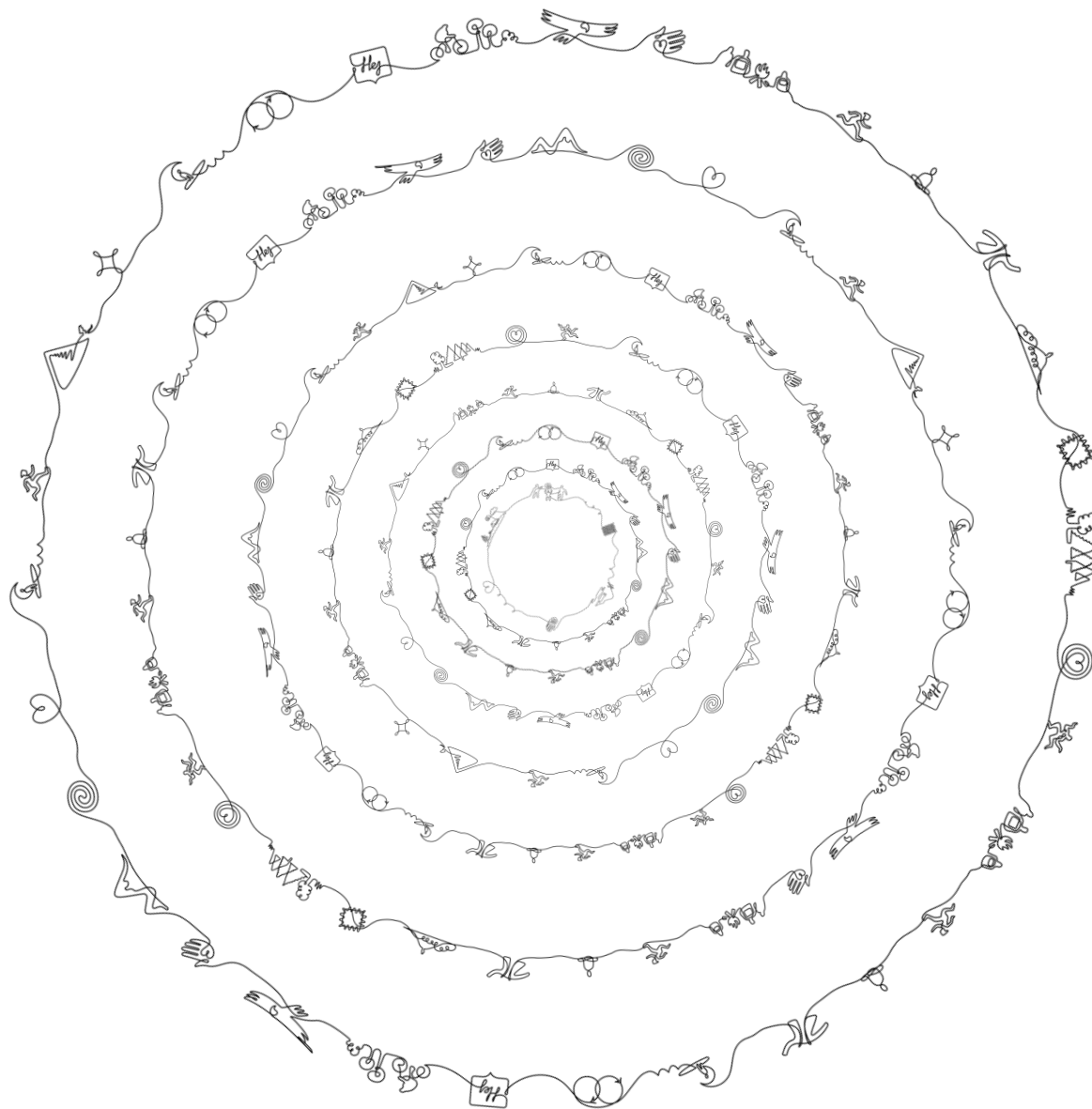


From linear to circular

A circular collection in a circular system,
eliminating the concept of waste.









1995

Houdini Repairs is launched.

2001

Our sustainability strategy is first drafted.

2002

Our first product with recycled contents, Alpha baselayer.

2007

Our closed loop recycling system is in place, with recycling units in our stores. Our first circular products.

2011

We make ScrapMeUp products from leftover fabrics.



2012

Houdini Rentals and Reuse are launched.

2013

We start phasing our fluorocarbon DWR.

2015

First PFAS-Free shell layer was launched

2018

50% of our line is completely circular. All PFAS are eliminated from our fabrics

2022

>80% of our line is completely circular. Continued alternative PFAS-Free water repellent testing Hidden PFAS tracking

Fabric trial at factory

Production

Laboratory fabric testing

Samples for extended testing

Approval of trial

Further testing and wear test at Houdini

Prototypes



Lessons learned

Time for development

Alternatives and options

Communication and education

- Suppliers
- Customers

Cooperation across the industry

Questioning



A person with a backpack is wading through water, creating ripples. The background is a dark, textured blue surface.

Challenges

Physical properties and durability

Appearance and hand-feel

Alternatives

Expectations and Care

Communication

Hidden sources and contamination

Going forward

Projects with industry partners and research organisations

Suppliers communication and education

Finding "hidden sources"

Developing technologies and alternatives

Communication to end users

Thinking outside the box and changing mindset





In partnership
with technology



In partnership
with nature

XHOUDINI



A close-up photograph of a person's hands holding a fern frond. The person is wearing an orange long-sleeved shirt. The background is a soft, out-of-focus green, suggesting a forest or garden setting. The lighting is natural and soft, highlighting the texture of the fern and the skin of the hands.

 HOUDINI

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