HOUDINI

Maximum experience.
Zero impact. And beyond.
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$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.

Ett näringsliv som ger näring för liv ...

… är det möjligt?

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.

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.

Our love for nature and
the intrinsic value of nature.
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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.

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

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.

… är det lönsamt?

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."

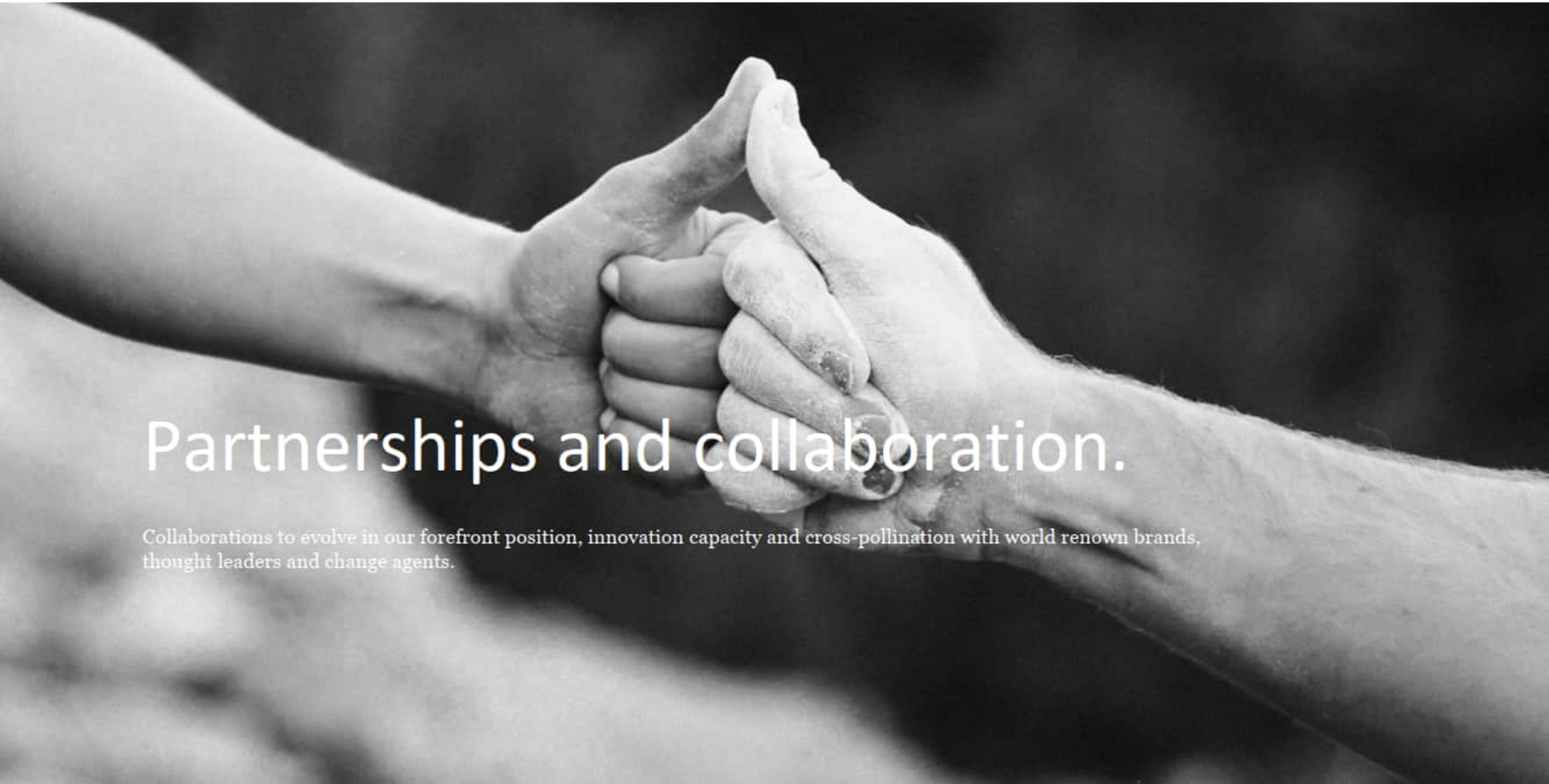
Forbes 2018

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.



Partnerships and collaboration.

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

… hur ser resan ut?

P×V+L=I
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Reimagining everything.
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The systems challenge

Thermal insulation waste streams in all its shapes and forms.

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The design opportunity

Next generation circular mono material thermal mid layers.

HOUDINI®

HOUDINI

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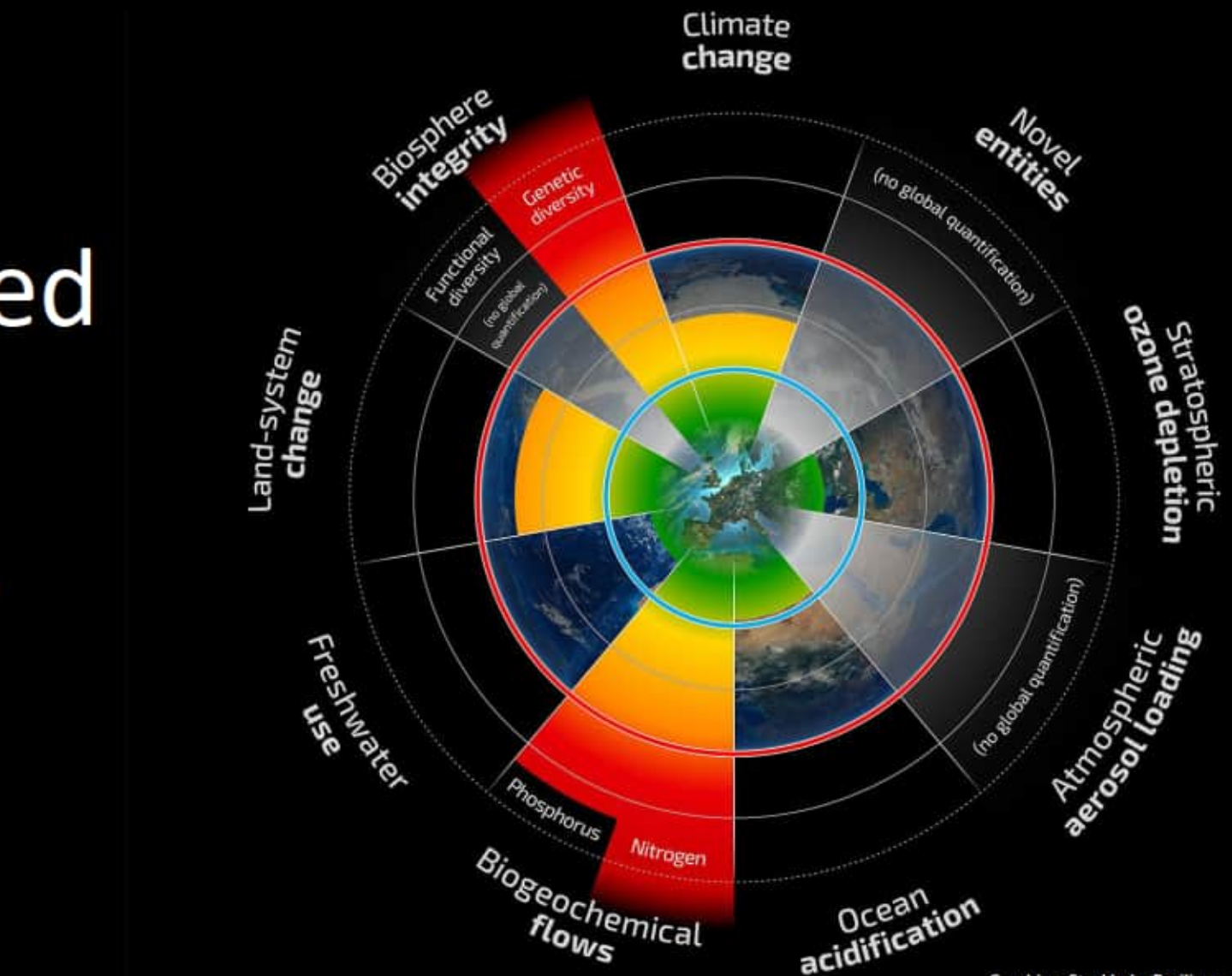
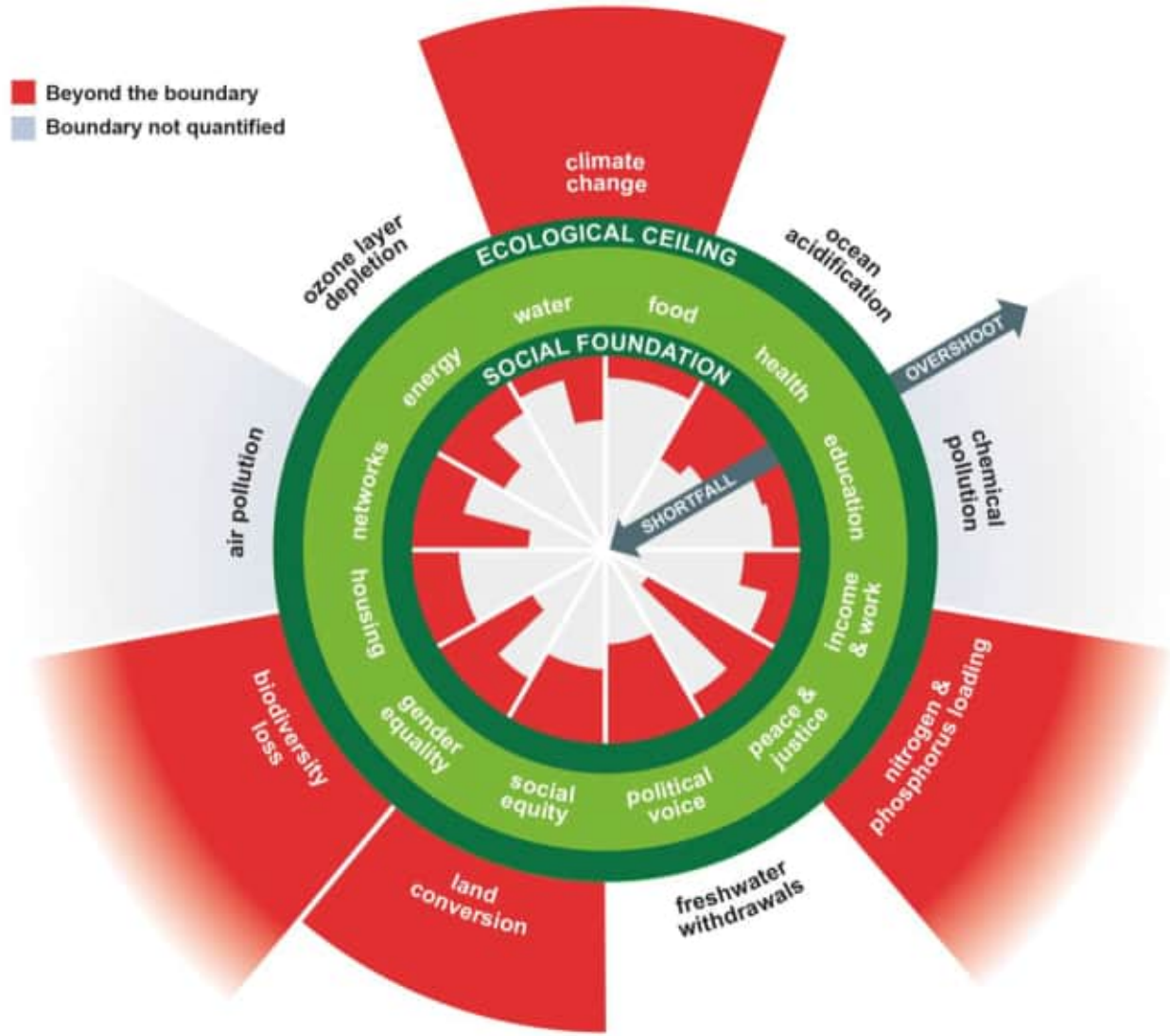
Science-based systems perspective.

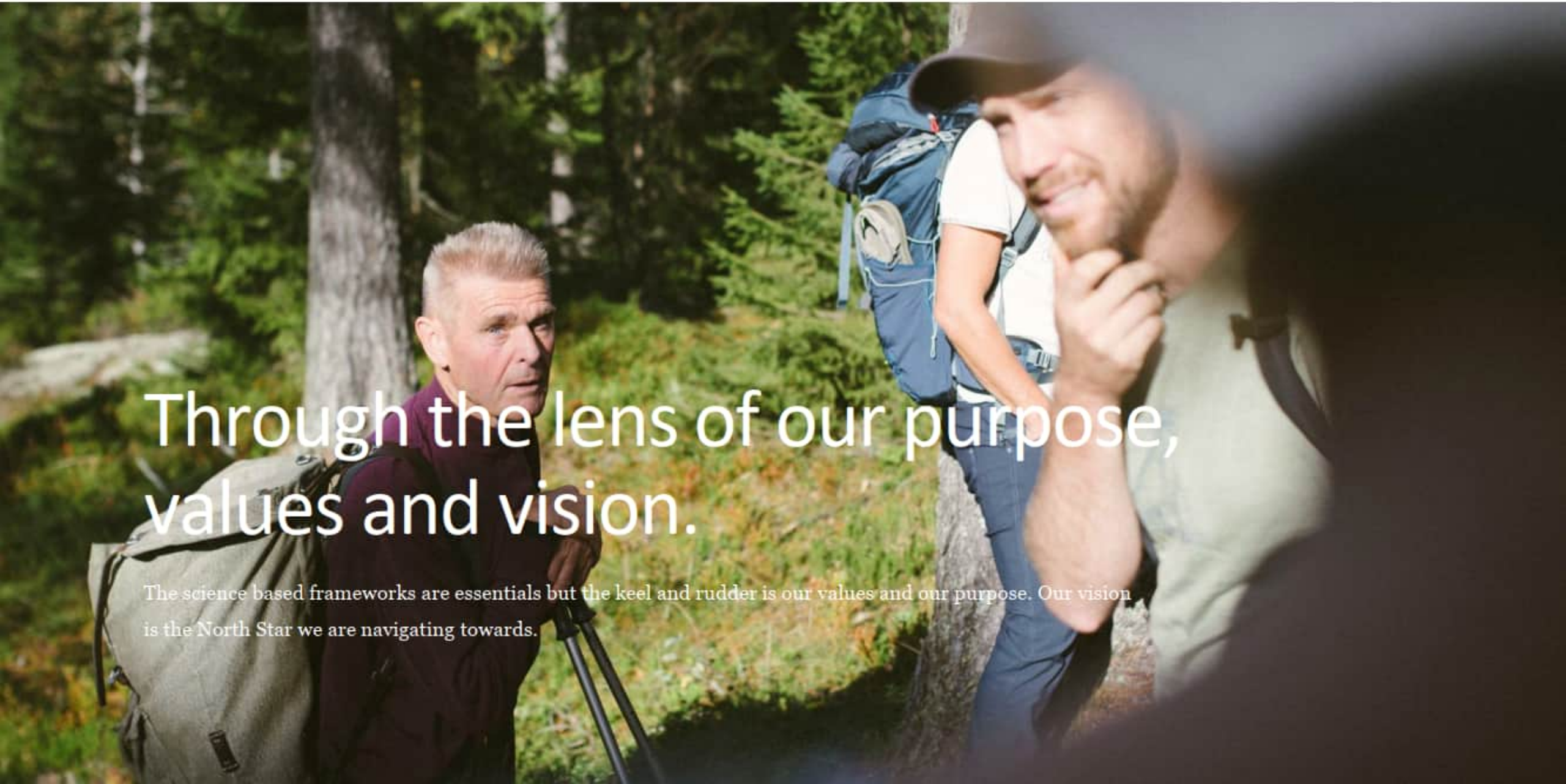
Designing operations to stay within the Planetary Boundaries framework.



Graphics : Stockholm Resilience Center

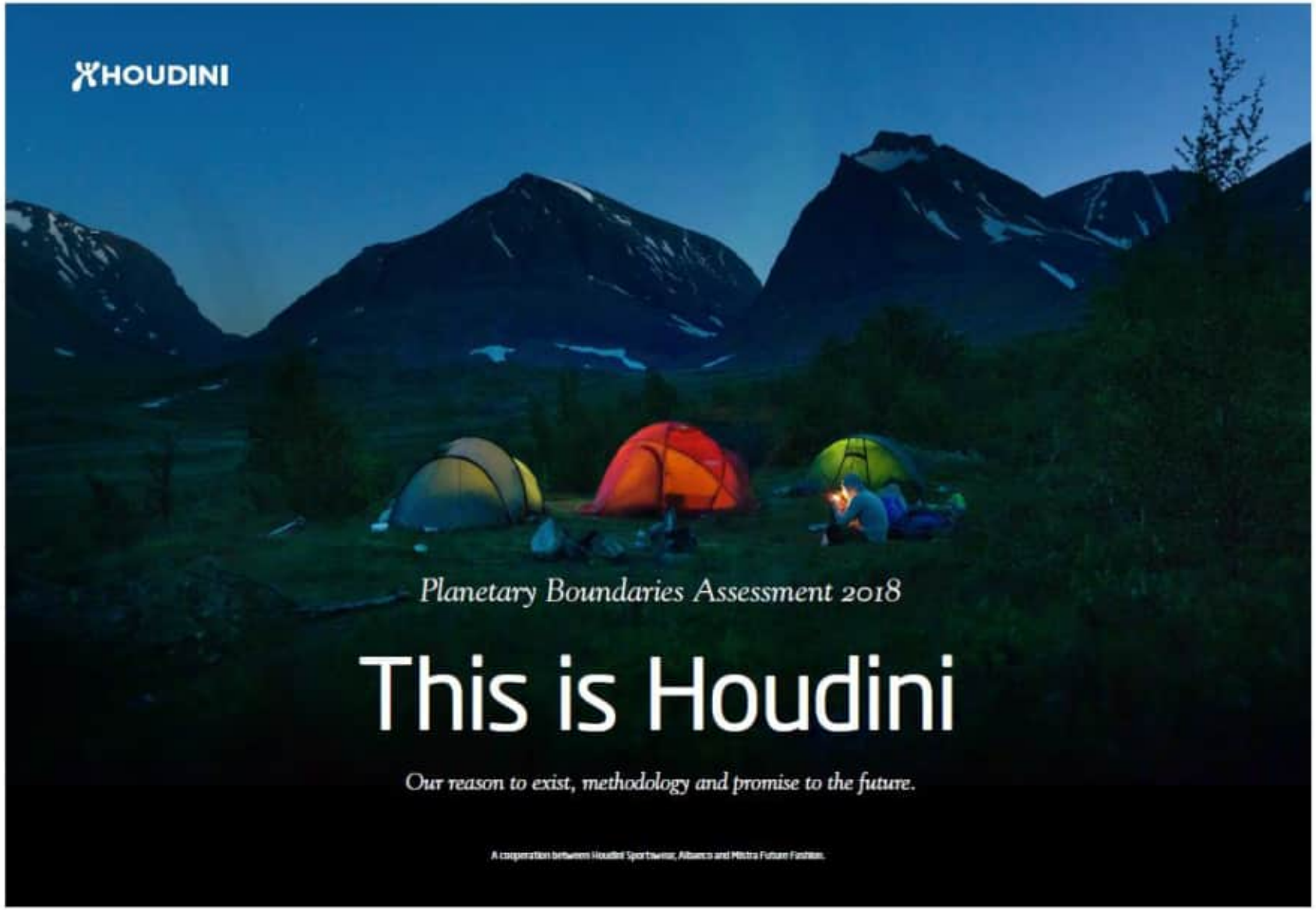

Beyond the boundary
Boundary not quantified
climate change
ozone layer depletion
ocean acidification
chemical pollution
nitrogen & phosphorus loading
freshwater withdrawals
land conversion
biodiversity loss
air pollution
ECOLOGICAL CEILING
SOCIAL FOUNDATION
OVERSHOOT
SHORTFALL
water
food
health
education
income & work
peace & justice
political voice
social equity
gender equality
housing
networks
energy

ECONOMY
SOCIETY
BIOSPHERE



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.

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, reparing, remaking and reselling?

Does it have a next-life solution?

Hopp för resan framåt.

TOO COOL TO DO DRUGS
COOL TO DO DRUGS
DO DRUGS

An emerging mindshift.

Potential exponential change in consumer behavior and customer expectations.

Nature.
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Technologies in partnership with nature.

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

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THE Houdini MENU

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

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