

 **HOUDINI**

WINTER INSPIRATION



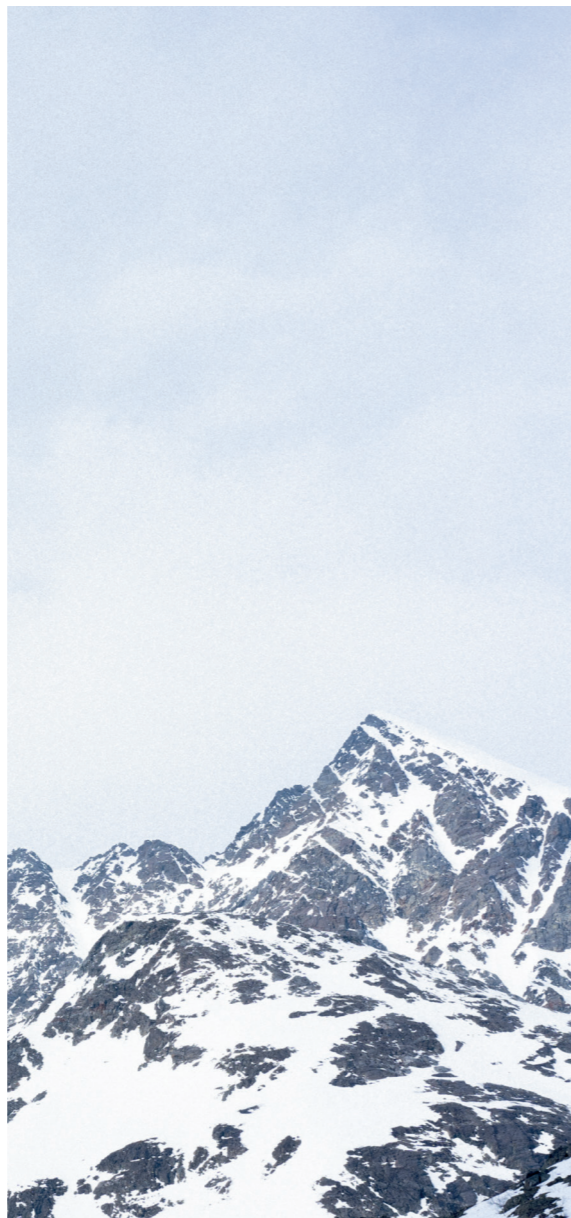
HUMANS ARE  
NOT BUILT TO  
GO BACKWARDS,  
BUT WE CAN  
GO PRETTY FAST  
WHEN WE KNOW  
THE RIGHT WAY  
FORWARD.  
FORWARD TO  
NATURE.



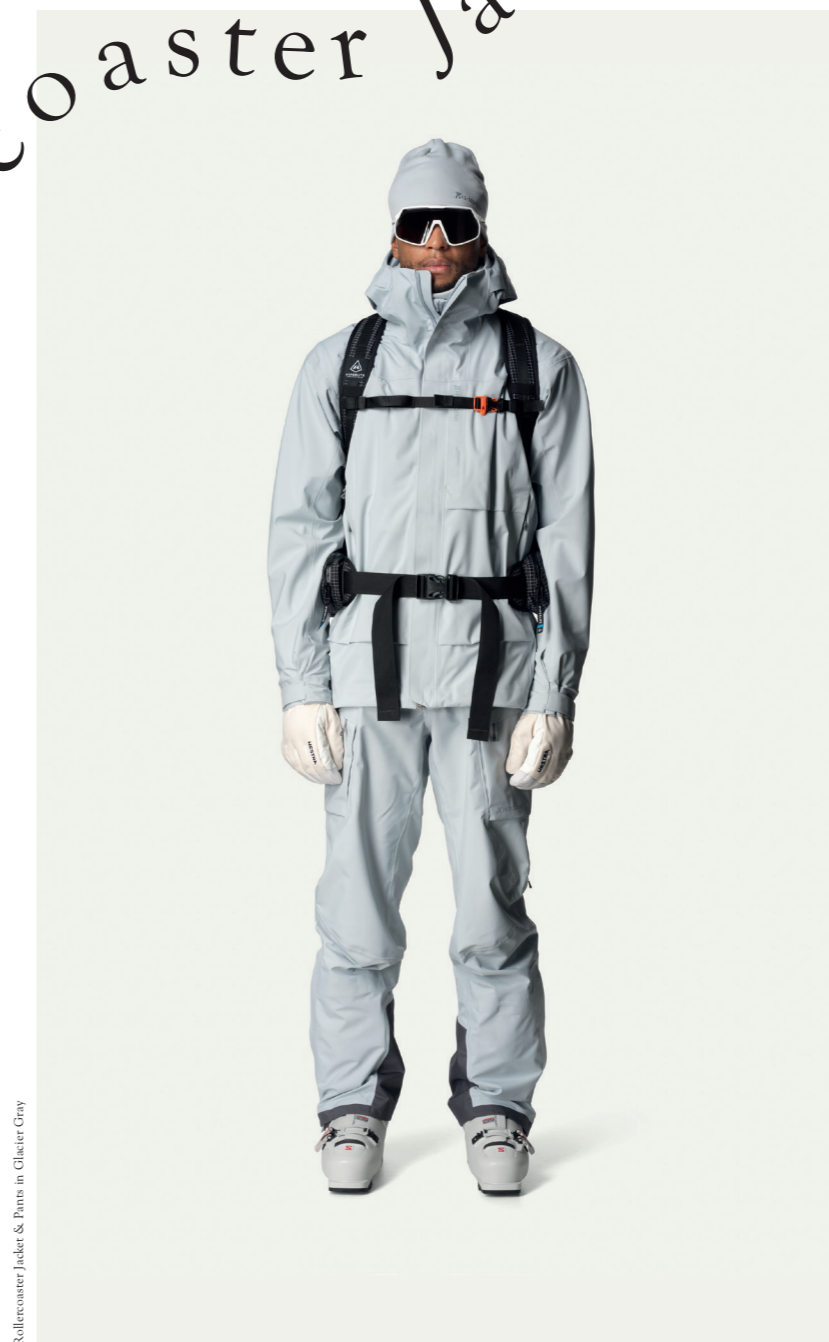
**XHOUDINI**

Double Loop in Sandstorm





# Rollercoaster Jacket



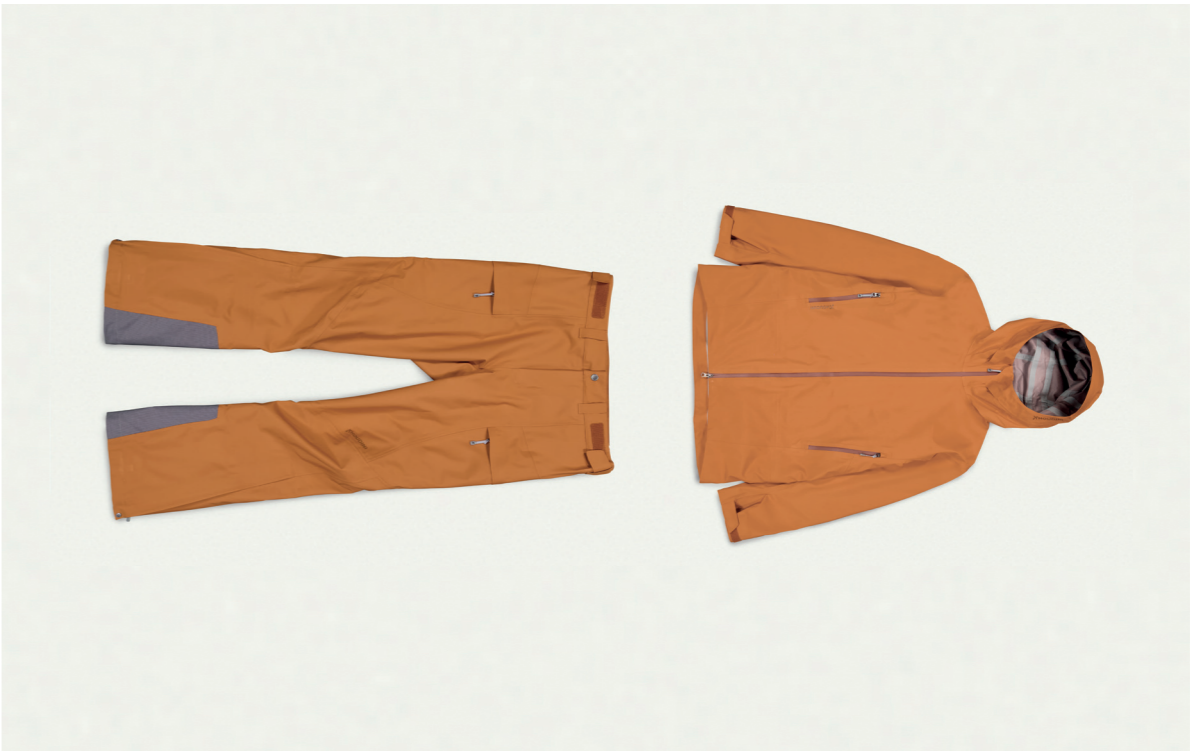
Rollercoaster Jacket & Pants in Glacier Gray

Did you know that most waterproof clothing is treated with toxic PFAS and will become nothing but trash at the end of its lifetime? At Houdini, we design our ski- and snowboard clothes with circular performance fabrics and a biobased water repellency treatment. Keep riding and keep our powder days clean!

- Waterproof 20.000 mm H<sub>2</sub>O
- Breathable 20.000 g/m<sup>2</sup>/24h
- Stretchy and silent fabric
- Designed with Made-to-Move technique
- Adjustable, helmet compatible hood
- Zippered bellow pockets
- Built in powder skirt
- Recycled and recyclable fabrics
- Completely PFAS free



Ride Jacket in Rust Browns





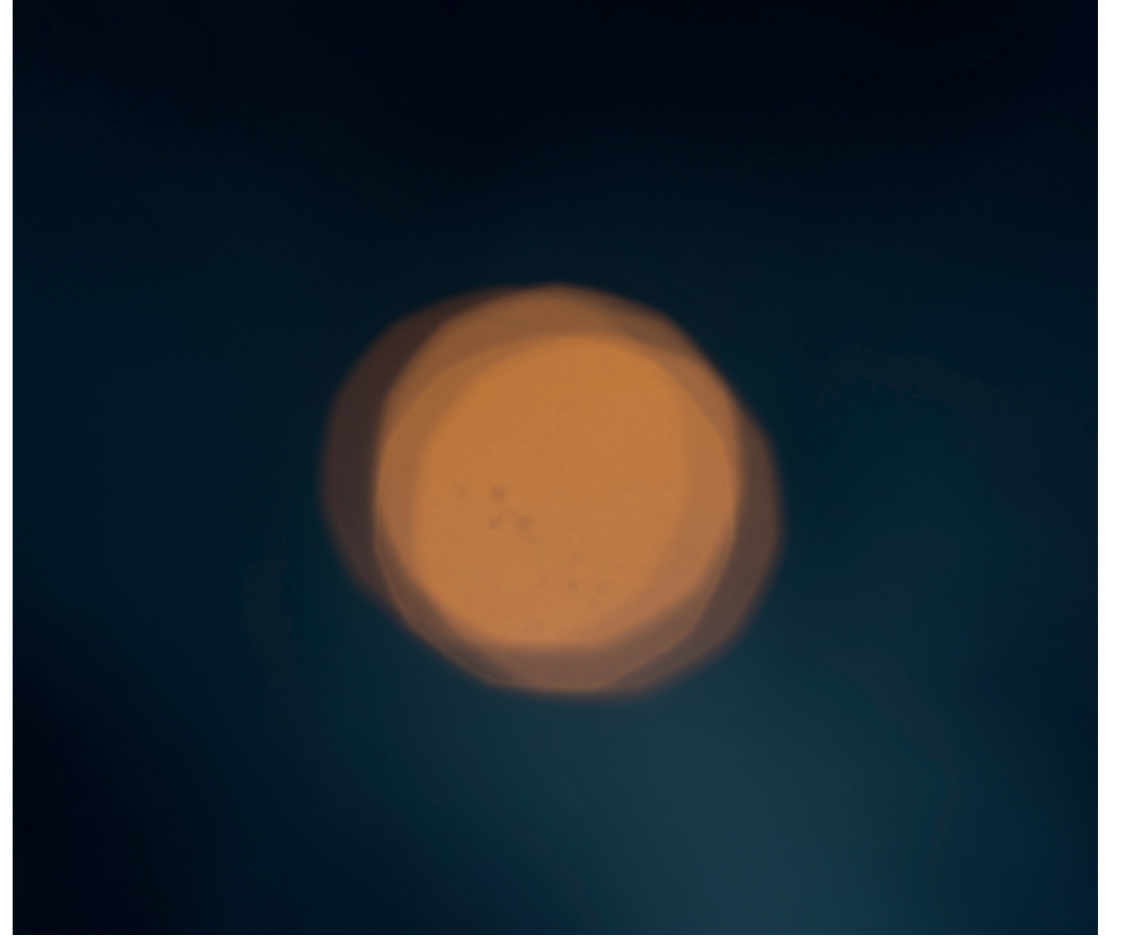
Moonwalk Houdi in True Black



# Moonwalk Houdi

This technical mid-layer hoodie features a combination of materials that creates the perfect balance between weather protection, weight, warmth and breathability. Never too hot, never too cold, never weighed down. Moonwalk Houdi brings a new level of comfort for high pace alpine adventures.

- Hybrid construction
- Light weather protection
- Excellent breathability
- Zippered side- and chest pockets
- 2-way front zipper
- Elastic sleeve endings
- Extended back for extra comfort
- Recycled and recyclable fabrics
- PFAS free water repellency finish





## What riders never asked for

Most things about skiing and snowboarding are perfect. That special combination of gravity and weightlessness. The beauty of ice and snow, skies and mountains. Those deep powder days and the joy of sharing them with friends.

But there are some things that we never asked for. Like toxic chemicals in our clothes. Like bad design contributing to waste streams and climate change. These things were not invented by skiers or snowboarders. They are the (more or less deliberate) effects of companies trying to cut corners, ignoring responsibility and squeezing a little extra profit margin from mediocre products.

This is why we never compromise in our design work and never stop pushing innovation. We started working for circularity in 2001 and now have a range with 87% circular products. We started phasing out PFAS over ten years ago and have completely eliminated them from our collection since 2018.

We want to take out all those things that riders never wanted in the first place. So that we can just ride powder, have fun and experience the wonders of nature.

Ride Clean.





Fall in Parka in Thunder Gray

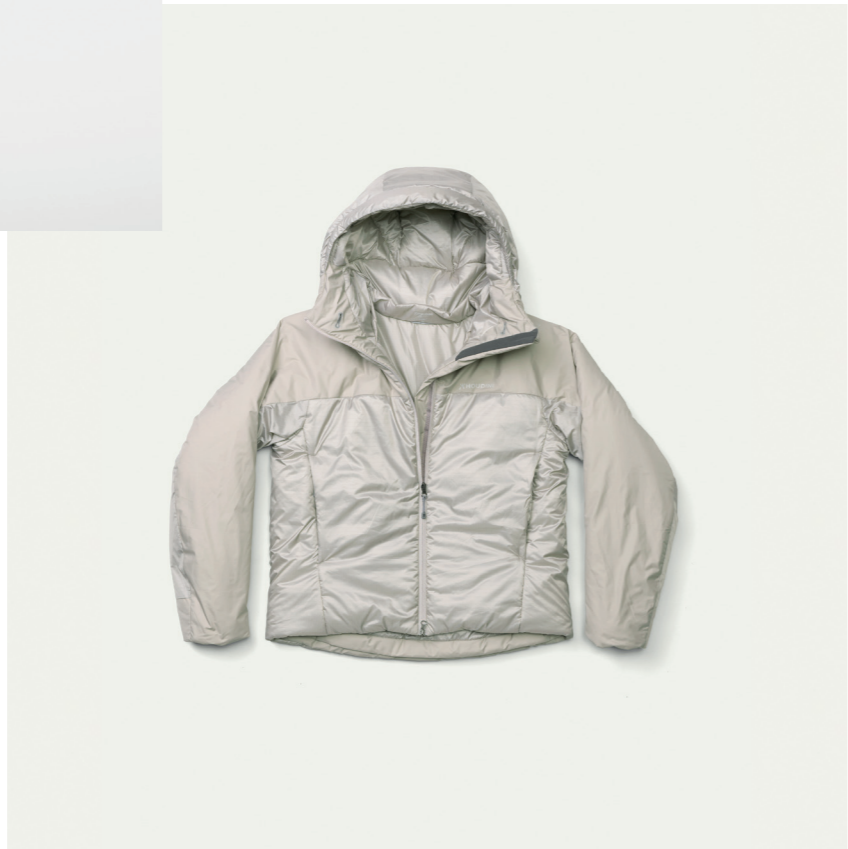
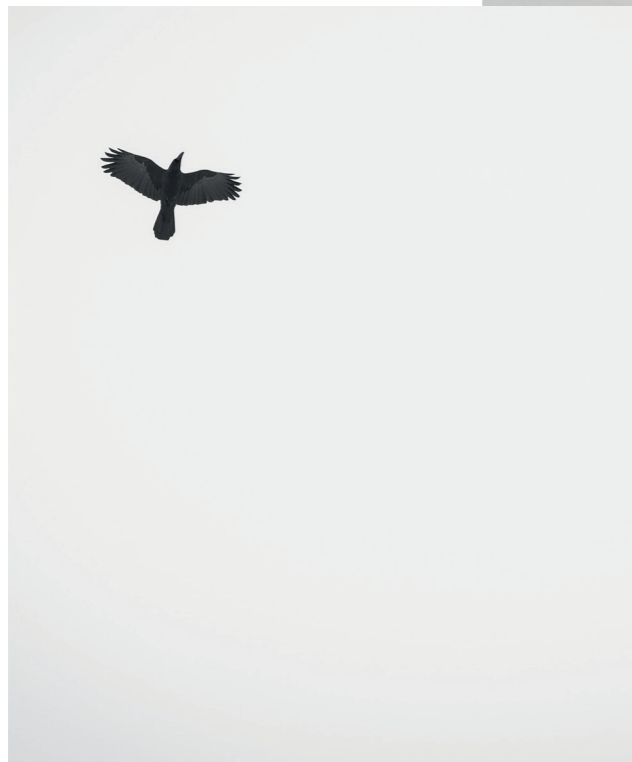


Shifter Anorak in Ein Rouge Red



Five to Nine Pants & Jacket in True Black





Double Dunfri in Sandstorm



# Double Dunfri

Put on a Dunfri garment and it will immediately give you a light sense of freedom. Free to move, free to breathe. Free from worry about being cold. Bird free production, care free garment care, circular materials for a waste free world. Cutting edge performance that leaves you free to explore. Free to live life to the fullest.

- 200g Primaloft Rise insulation
- Large, adjustable hood
- Lined hand pockets and chest pocket
- Internal stash pockets
- Heat barriers in neck and bottom hem
- Elastic at sleeve endings
- Highly packable
- Recycled and recyclable fabrics
- PFAS free water repellency finish



## What is good design?

In a world overflowing with cheap gadgets and fast fashion, there are some things that last. That ceases to be 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 to exist?
- 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?



Activist Balachiva in Bleached Black



Dunfit in Greenes



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