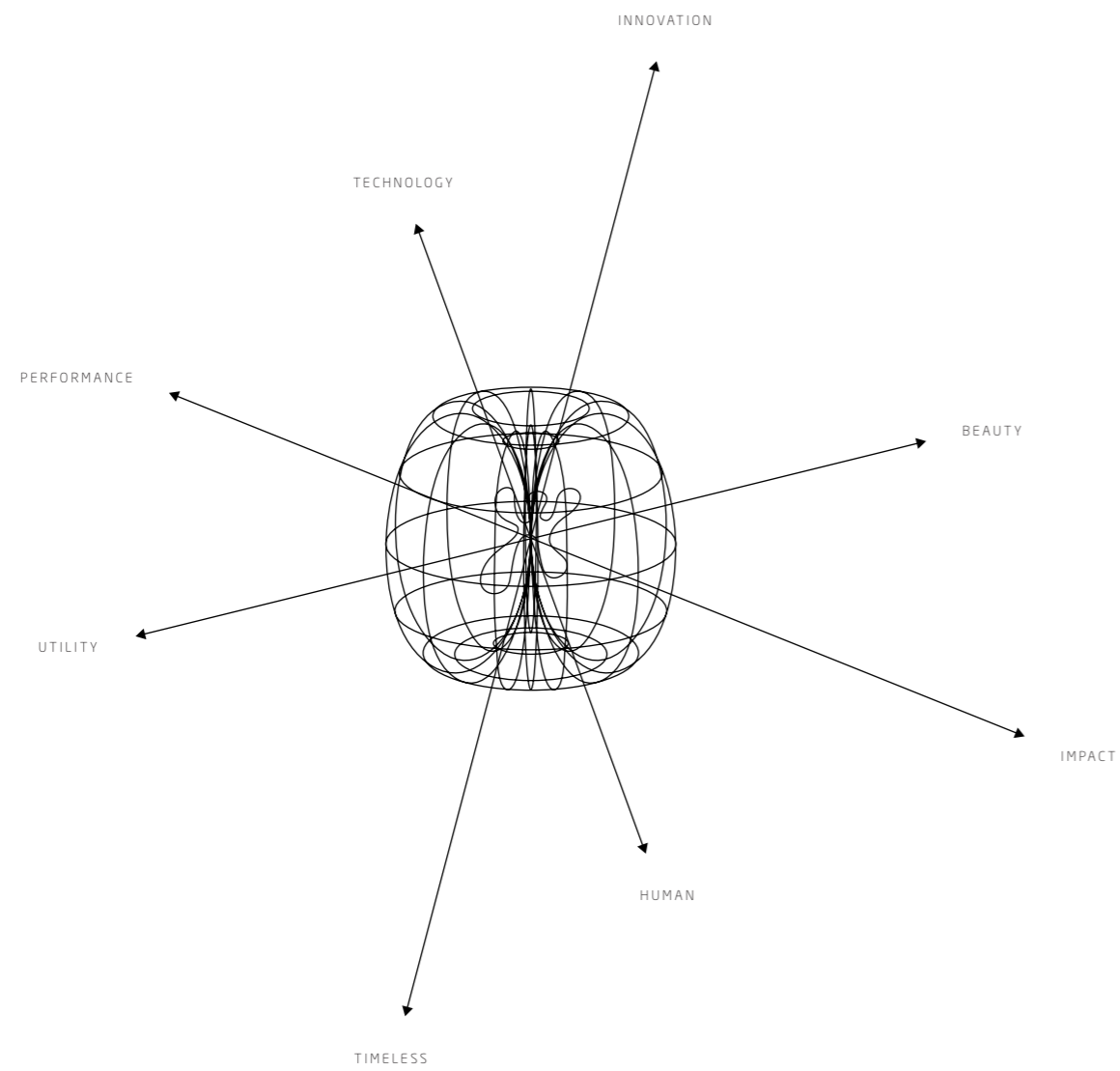




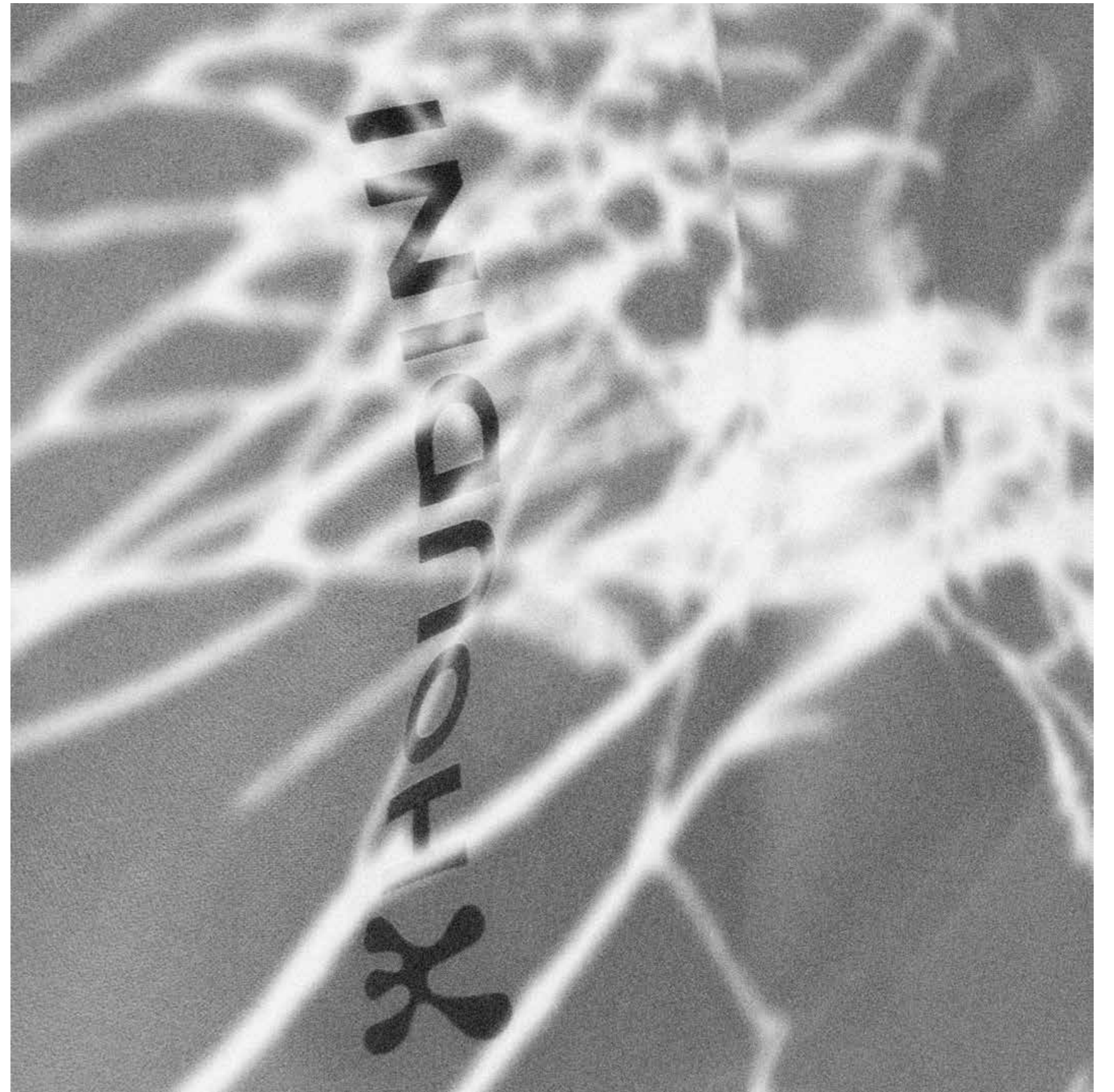
X HOUDINI

SPRING & SUMMER 2027

EVERYTHING MATTERS



PG. 01



PG. 02

Our gear is designed with meticulous care, using the finest performance technology, to heighten every outdoor experience and enable a life in harmony with nature. No detail is too small to care about, no issue too large to tackle. Welcome to Houdini Spring & Summer 2027.



FACE AIR MESSAGE LS TEE IN TRUE BLACK / THE SQUARE IN TRUE BLACK / ALPINE TECH PANTS IN TRUE BLACK



ALPINE TECH HOODI IN TRUE BLACK / FACE AIR MESSAGE LS TEE IN TRUE BLACK



CH. 01 | FAR

HOUDINI

DANCE WITH THE MOUNTAINS

In a world where everything is mapped and categorized, we long for the untamed. To wake up in a tent surrounded by nothing except peaks and ridges. To share experiences, coffee and memories. We long to push our boundaries.

When we design a Houdini garment, our goal is always to silently enhance the experience of being outdoors. Smooth, effective technology that will keep you comfortable in all conditions, but never get in your way.

Humans have always been drawn to higher places and our trekking layering system is designed to enable a life of grand adventure in harmony with nature, through cutting edge technology, refined shapes and always with impact in mind.





PRODUCT: BFF JACKET & PANTS
 PRIMARY USE: ACTIVE RAIN PROTECTION
 KEY FUNCTIONALITY: LIGHTWEIGHT, WATERPROOF, BREATHABLE
 IMPACT: CIRCULAR BY DESIGN, PFAS FREE DWR TECHNOLOGY
 COLOR: OLIVE DUST & BAREMARK GREEN
 FEATURING ATMOS[®] MEMBRANE
 WATERPROOF: 20,000 MM H₂O
 BREATHABLE: 15,000 G/M²/24 HRS
 STRETCHY AND SILENT
 LIGHT AND HIGHLY PACKABLE
 FULLY SEAM SEALED
 WATER REPELLENT ZIPPERS
 FABRIC WEIGHT: 120 G/M²
 DWR MADE WITH PFAS FREE TECHNOLOGY
 CIRCULAR BY DESIGN



BFF SHELL SERIES

Waterproof and breathable four season shell jacket designed for alpine adventures and everyday use. This stretchy and silent shell will keep you sheltered from both summer rains and winter blizzards. It's made from recycled and recyclable polyester and both the membrane and the DWR features a completely PFAS free technology.



ALPINE TECH-HOODI IN OLIVE DUST / THE SQUARE IN SANDSTORRY / ALPINE TECH-PANTS IN OLIVE DUST



THE ORANGE SHELL SERIES

Extremely light and highly packable waterproof shell. At the early stages of development this garment was nicknamed The Orange. Why? Because the brief to our design team was to create a fully waterproof, stowable shell garment no bigger than an orange in its packed state. The idea is that you should always be able to fit this jacket in your backpack and be prepared for any unexpected mountain weather.

THE ORANGE TEE



THE ORANGE JACKET



THE ORANGE SQUARE



THE ORANGE PANTS



PRODUCT: THE ORANGE JACKET
 PRIMARY USE: TREKKING, ALPINE ADVENTURES
 KEY FUNCTIONALITY: ULTRALIGHT, WATERPROOF, BREATHABLE
 IMPACT: CIRCULAR BY DESIGN, PFAS-FREE DWR TECHNOLOGY
 WEIGHT: 178 G (MS M) / 196 G (MS L)
 COLOR: TRUE BLACK
 FEATURING ATMOSSM MEMBRANE
 WATERPROOF: 20,000 MM H₂O
 BREATHABLE: 15,000 G/M²/24 HRS
 STRETCHY AND SILENT
 LIGHT AND HIGHLY PACKABLE
 FULLY SEAM SEALED
 WATER REPELLENT ZIPPERS
 FABRIC WEIGHT: 120 G/M²
 DWR MADE WITH PFAS-FREE TECHNOLOGY
 CIRCULAR BY DESIGN





POWER HOODI IN DEEP RED / STOWED THE ORANGE JACKET IN PAVE RED / WALK ABOUT SKIRT IN TRUE BLACK



PRODUCT: LIGHT TECH HOUDI
 PRIMARY USE: TREKKING, EVERYDAY USE, WARM CLIMATE
 KEY FUNCTIONALITY: HIGHLY BREATHABLE, LIGHT WEATHER PROTECTION
 IMPACT: CIRCULAR BY DESIGN, PEAS FREE DWR TECHNOLOGY
 WEIGHT: 300 G (MS M) / 300 G (MS L)
 COLOR: SPRING OLIVE

LIGHTWEIGHT BREATHABLE SOFTSHELL
 4-WAY STRETCH
 MOISTURE WICKING
 QUICK DRYING
 HIGH ABRASION RESISTANCE
 HIGH PULLING AND TEAR RESISTANCE
 FABRIC WEIGHT: 132 G/M²
 CIRCULAR BY DESIGN
 DWR MADE WITH PEAS FREE TECHNOLOGY
 BLEUESIGN® CERTIFIED FABRIC



LIGHT TECH HOUDI & PANTS IN TRUE BLACK / SILVESTRE HOUDI X DEMON IN BLACK

LIGHT TECH SERIES

Lightweight, breathable softshell designed for warm-weather adventures. The Light Tech Houdi and Light Tech Pants are made to move with you through shifting conditions and changing tempos. It's a light softshell that offers just enough protection to extend your comfort range, shielding you from wind and sun while staying breathable and soft against the skin. The clean design and low weight make it easy to bring along, and even easier to wear all day, from early starts to late evenings outdoors.



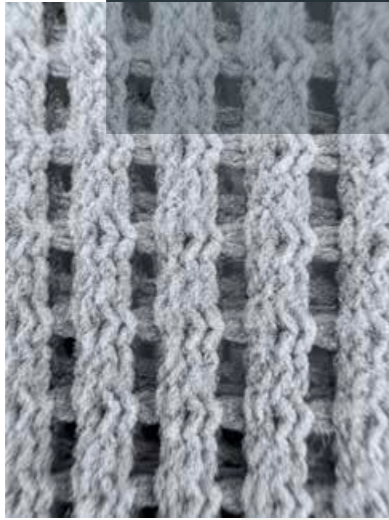
THE MOUNTAIN CULTURE CLUB
TM&C

A HOUDINI COMMUNITY INITIATIVE

A collection of initiatives, social gatherings, arts and ideas, driven by a love for life in alpine environments. Launching in spring 2027.



Sign up to be the first to know.



PACE FLOW HOUDI II
 KEY FUNCTIONALITY: ULTRALIGHT BREATHABLE INSULATION
 PRIMARY USE: ENDURANCE SPORTS
 IMPACT: CIRCULAR BY DESIGN, ANTI-SHEDDING
 WEIGHT: 244 G / 286 G
 COLOR: BRINK BLUE
 EXCEPTIONAL WARMTH-TO-WEIGHT RATIO
 FILAMENT FIBER KNITTED MESH CONSTRUCTION
 EXTREMELY BREATHABLE
 FABRIC WEIGHT: 156 G/M²
 CIRCULAR BY DESIGN
 MINIMAL MICROFIBER SHEDDING
 BLUESIGN® CERTIFIED FABRIC

PACE FLOW SERIES

Light and airy performance mid-layer made with Polartec® Power Dry® Mesh, an innovative mesh fabric that provides warmth and exceptional breathability at a very low weight. Wear it as an outer layer and it will let air flow through the garment and vent out any excess heat or moisture. Wear it underneath a shell layer and it will build a layer of warm air that provides an exceptional level of insulation



THE ORANGE TEE IN POWDERDAY WHITE / PACE FLOW HALFZIP II IN BRINK BLUE / CORE TECH SHORTS IN TRUE BLACK / SILVESTRE HOUDI II X DEMON IN BLACK

COVER CREW IN FOGGY BROWN / LIGHT TECH PANTS IN GREEN ILLUSION / CONE FISHING HAT IN FOGGY BROWN



FACE TRAIL TEE IN GREENISH GRAY / POWER HOODI IN POWDER GREEN





CH. 02 | FAST

XHOUDINI

STOP COUNTING. START FEELING.

What really sets Houdini Pace apart is how it feels to wear the garments. The shapes that follow your every move. The light, breathable materials that help regulate your body temperature. The soft and silent touch of the fabrics.

We live in an era of constant measuring. Clothes are judged by numbers from a lab test rather than how it feels to actually wear them. The experiences that we love are reduced to stats on a device.

With the Pace Collection, we decided to go beyond the measurable. Instead of counting grams, we focused on what really counts: The human experience. Performance never felt so good.





PACE AIR HOOD
 PRIMARY USE: ENDURANCE SPORTS
 KEY FUNCTIONALITY: ULTRALIGHT, HIGHLY BREATHABLE, LIGHT WEATHER PROTECTION
 IMPACT: CIRCULAR BY DESIGN, PFAS FREE DWR TECHNOLOGY
 ULTRALIGHT
 WIND PROTECTION
 HIGHLY BREATHABLE
 PACKABLE DESIGN
 STOWABLE HOOD
 VENTILATING POCKETS
 REFLECTIVE DETAILS
 FABRIC WEIGHT: 40 G/M²
 DWR WITH PFAS-FREE TECHNOLOGY
 CIRCULAR BY DESIGN





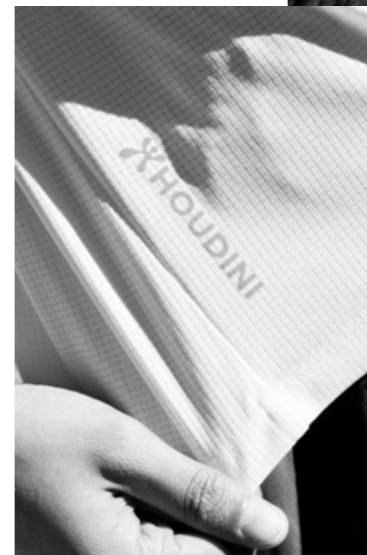
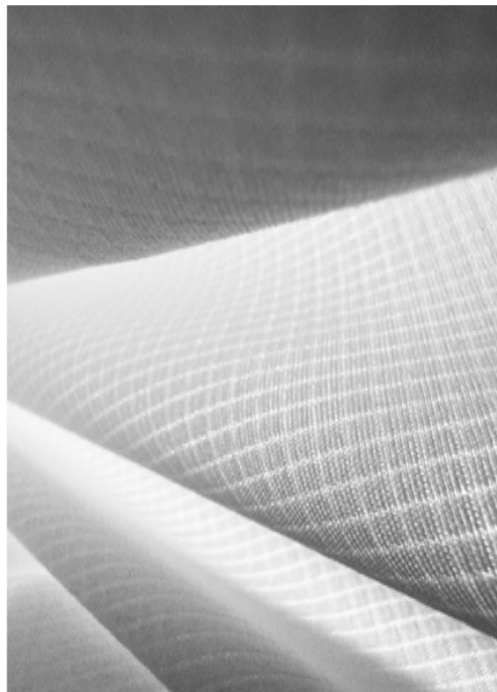
PACE TRAIL TEE IN TRUE BLACK / PACE AIR HOOD IN SPRING OLIVE / PACE TRAIL SHORTS II IN TRUE BLACK



PACE AIR MESSAGE LS TEE
 PRIMARY USE: ENDURANCE SPORTS
 KEY FUNCTIONALITY: ULTRALIGHT, MOISTURE WICKING, QUICK DRYING
 IMPACT: CIRCULAR BY DESIGN
 COLOR: TRUE BLACK
 QUICK DRYING
 ANTI-SMAGGING KNIT
 LOW-PROFILE SEAMS FOR MINIMAL CHAFING
 FABRIC WEIGHT: 115 G/M²
 CIRCULAR BY DESIGN

RYTHM TRAILS FUTURE AWAY
 PACE TRAILS FUTURE RYTHM AWAY
 AWAY EVERY CLOSER TRAILS
 TRAILS PACE AWAY EVERY
 THINGS AWAY RYTHM FUTURE TRAILS
 LOOK CLOSER NATURE MATTERS
 THINGS MATTERS PACE
 TRAILS AWAY FUTURE MATTERS TRAILS
 FUTURE AWAY EVERY PACE AWAY
 AWAY MATTERS RYTHM TRAILS
 CLOSER PACE RYTHM THINGS AWAY
 MATTERS TRAILS LOOK





PACE LIGHT TEE
 PRIMARY USE: ENDURANCE SPORTS
 KEY FUNCTIONALITY: ULTRALIGHT, MOISTURE WICKING, QUICK DRYING
 IMPACT: CIRCULAR BY DESIGN
 COLOR: POWDERDAY WHITE
 REGULAR FIT
 MADE WITH POLARTEC® POWER DRY® FLOW
 GRID STRUCTURE FOR EXCEPTIONAL AIRFLOW
 MOISTURE-WICKING AND QUICK-DRYING
 BUILT FOR HIGH-PULSE ACTIVITIES
 REFLECTIVE HOUDINI LOGO
 FABRIC WEIGHT: 112 G/M²
 BLUESIGN® CERTIFIED FABRIC
 CIRCULAR BY DESIGN



PACE AIR TANK IN TRUE BLACK / PACE TRAIL SHORTS II IN TRUE BLACK / PACE LIGHT CAP IN TRUE BLACK



PACE TRAIL SHORTS II
 PRIMARY USE: ENDURANCE SPORTS
 KEY FUNCTIONALITY: ULTRALIGHT, QUICK DRYING
 IMPACT: CIRCULAR BY DESIGN
 COLOR: TRUE BLACK

PACE TRAIL TEE IN GREENISH GRAY / COVER CREW IN FOGGY BROWN / ACTIVIST NECK GAITER IN FOGGY BROWN



PG. 35



CH. 02 | FAST

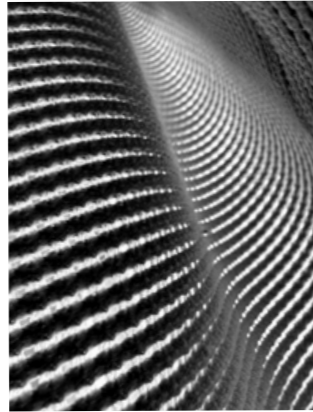
PG. 36



CH. 02 | FAST

PACE TRAIL TEE
PRIMARY USE: TRAIL RUNNING, TREKKING
KEY FUNCTIONALITY: ULTRALIGHT, BREATHABLE, LIGHT WEATHER PROTECTION
IMPACT: CIRCULAR BY DESIGN, PFAS FREE DWR TECHNOLOGY

RELAXED FIT
WIND RESISTANT
HIGHLY BREATHABLE
ULTRALIGHT
DOUBLE CHEST STASH POCKETS WITH BUTTON CLOSURE
QUICK DRYING
PACKABLE DESIGN
FABRIC WEIGHT: 65 G/M²
CIRCULAR BY DESIGN



CH. 03 | FUTURE

XHOUDINI

LOOK CLOSER

Everything that is made comes with an invisible layer. It has a history, a future, and an impact on the world. The true value of something, or the true cost, is seldom visible for us.

If you look closer, there's always more to a Houdini product than what meets the eye. Functionality that exceeds a minimalist appearance. Tactility and comfort that can only be felt. A circular lifespan in symbiosis with nature itself.

Every Houdini garment is the result of an intricate weave of design, technology and sustainability work. No detail is too small to care about. No issue is too big to tackle. Everything matters.



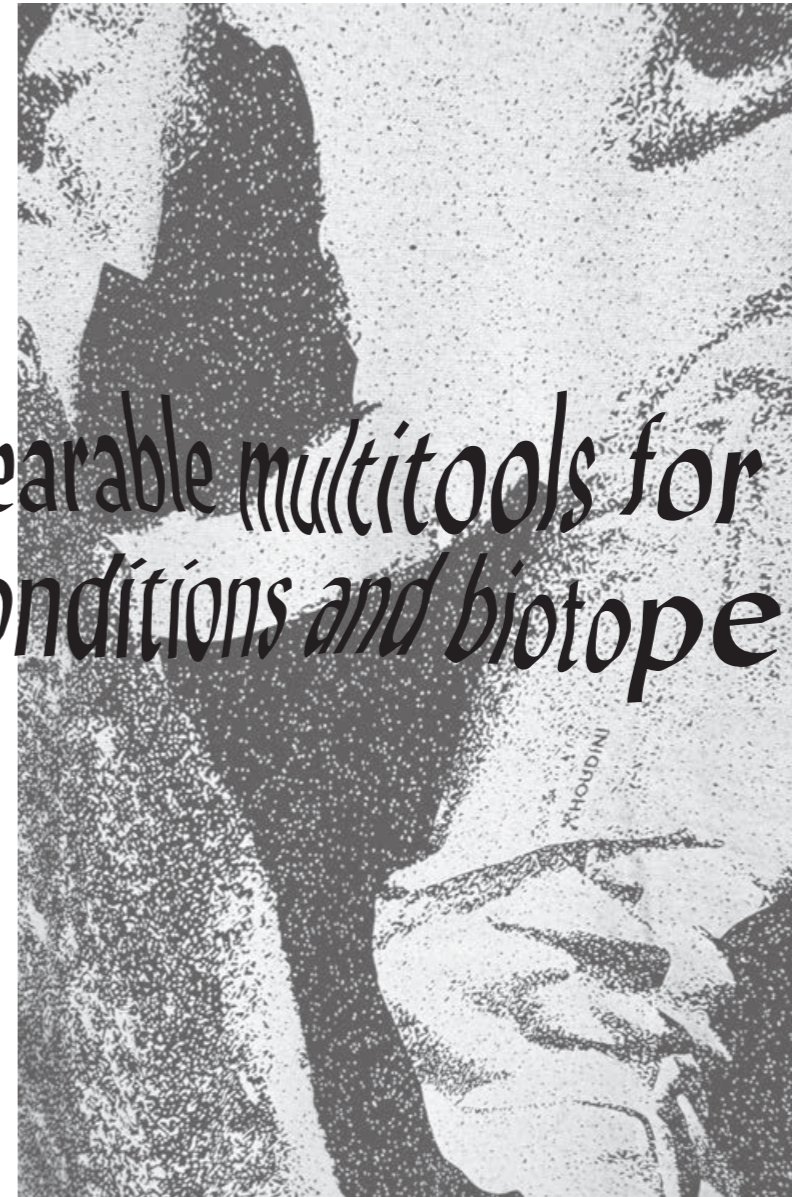


TREE CHORE JACKET & PANTS IN OLIVE DUST



TREE MESSAGE TEE WITH MULTITOOL BACK PRINT

*Wearable multitools for all
conditions and biotopes*





WALKABOUT SKIRT IN DAWN GREEN / LYKAN HALF ZIP IN GREEN ILLUSION / PACE LIGHT CAP IN BAREMARK GREEN





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 fuelled by passion and therefore we take our passions seriously.

We will keep exploring the world around us.

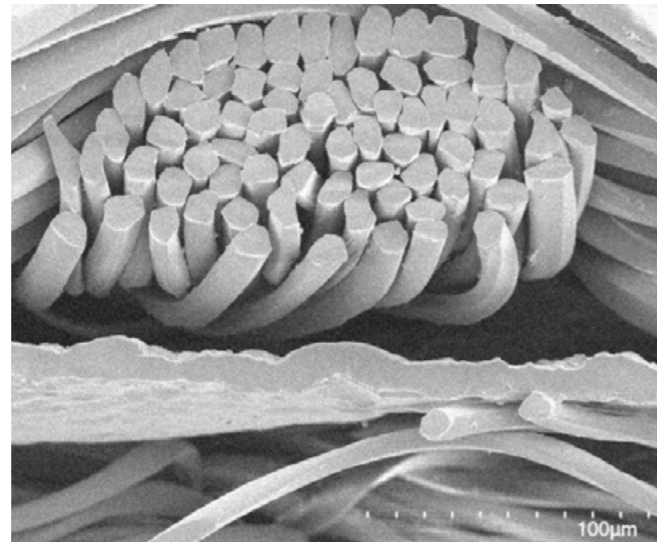
When it snows, we will go skiing.

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.



M A N

I F E

S T O

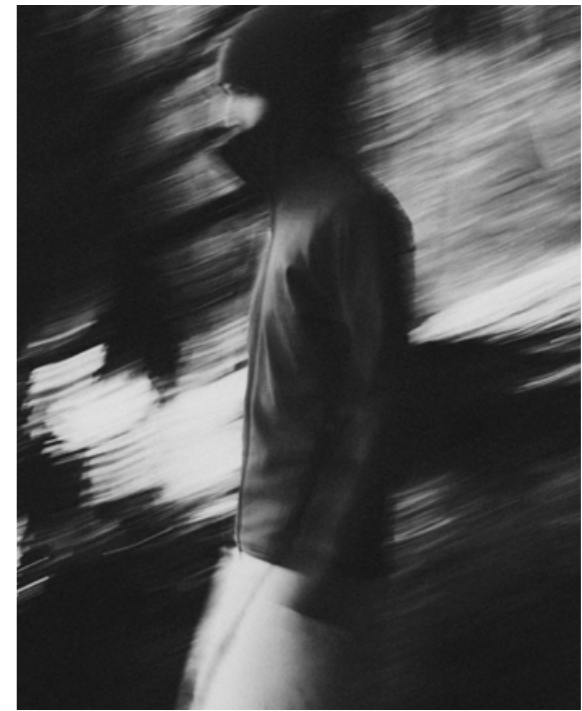




POWER HOUDI
THE CLASSIC WITH LONGER, SLIGHTLY MORE ATHLETIC FIT.
SLEEVE ENDINGS WITH CUFFS AND THUMB LOOPS.
COLOR: TRUE BLACK

POWER STRETCH SERIES

Regardless if your thing is cold water surfing, photography or climate research, the Power Houdi will empower you to pursue your passions. The state-of-the-art fabric Polartec® Power Stretch™ Pro, the refined cut and clever design features helps you go further and immerse yourself in nature without having to worry about staying warm and comfortable. The Power Houdi has been the thermal layer of choice among ourselves and fellow adventurers for more than 20 years now. It has been tried and tested like no other garment and earned the position as a true icon within the outdoor community.



PRIMARY USE: 4-SEASON OUTDOOR ADVENTURES
KEY FUNCTIONALITY: INSULATION, 4-WAY STRETCH, MOISTURE MANAGEMENT
IMPACT: BLUESIGN® CERTIFIED FABRIC, EXTREME LONGEVITY
EXCELLENT WARMTH-TO-WEIGHT RATIO
DURABLE FACE
MOISTURE-WICKING FLEECE INSIDE
SHAPED COLLAR WITH ZIP GARAGE
2-WAY FRONT ZIP
HIDDEN DRAW CORD IN BOTTOM HEM
ZIPPERED SIDE POCKETS
INNER STASH POCKETS
BLUESIGN® APPROVED FABRIC



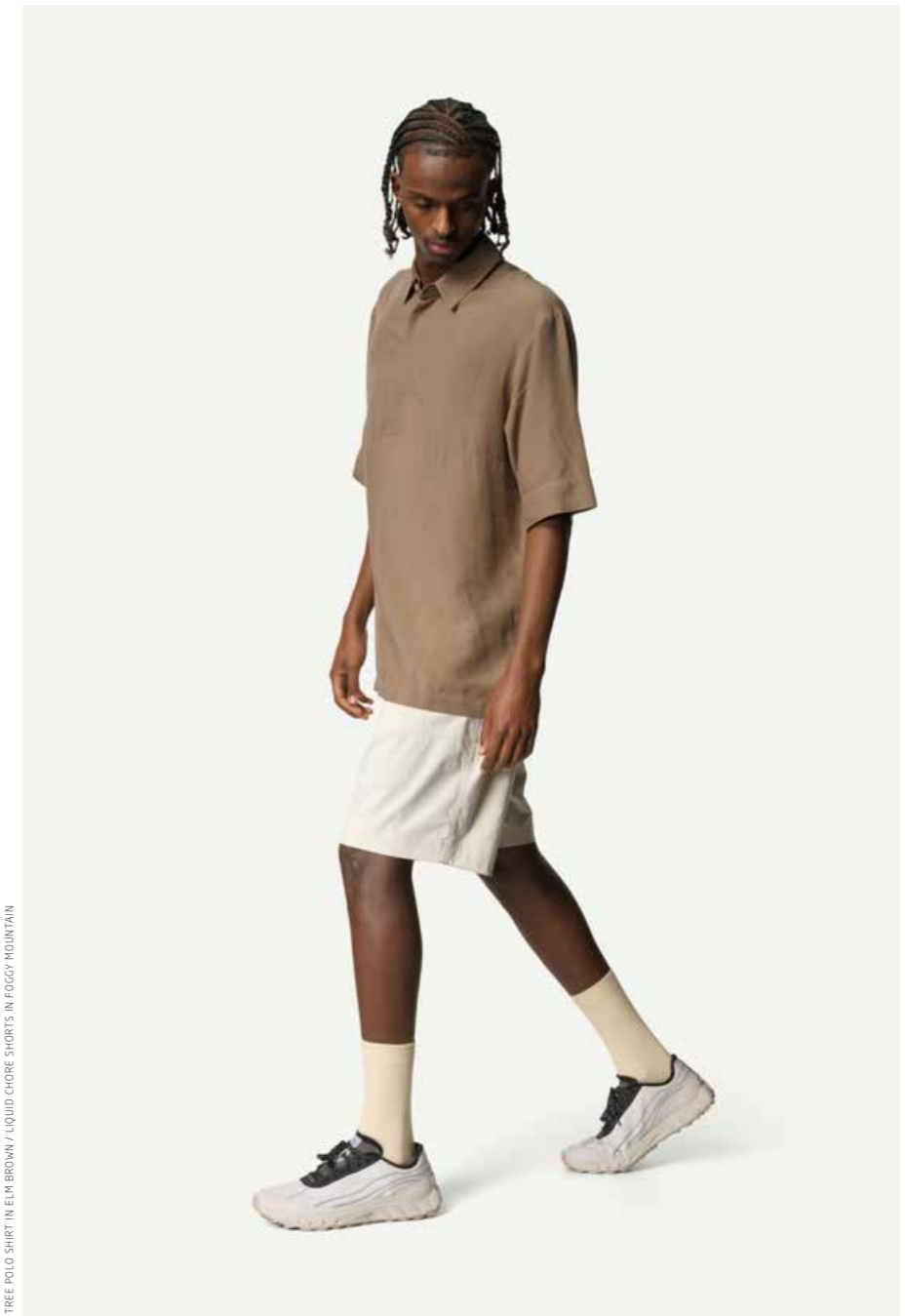
POWER UP HOUDI
THE RELAXED FIT ALTERNATIVE WITH A SLIGHTLY SHORTER
AND WIDER SILHOUETTE. CUFFLESS SLEEVE ENDINGS.
COLOR: SILENT VIOLET



ONE PARKA II IN TRUE BLACK / COSMO TOP IN PAPER WHITE



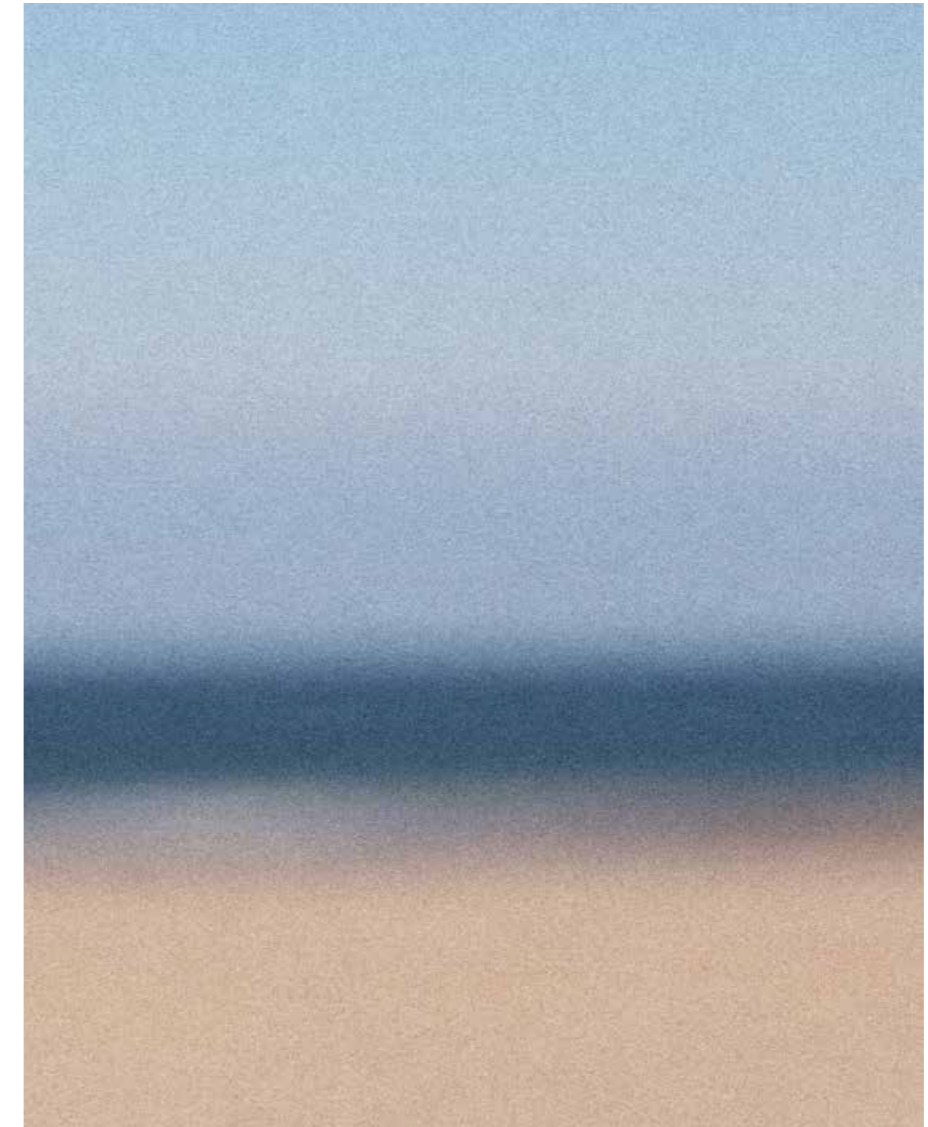
LIGHT TECH HOODI IN A TOUCH OF GRAY / PACE AIR L3 TEE IN CLOUDY GRAY / LIGHT TECH PANTS IN SHADOW GRAY / PACE LIGHT CAP IN A TOUCH OF GRAY / SILVESTRE HOODI X BEHON IN BLACK



TREE POLO SHIRT IN ELM BROWN / LIQUID CHORE SHORTS IN FOGGY MOUNTAIN



ROUTE SHIRT DRESS | IN BRINK BLUE







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