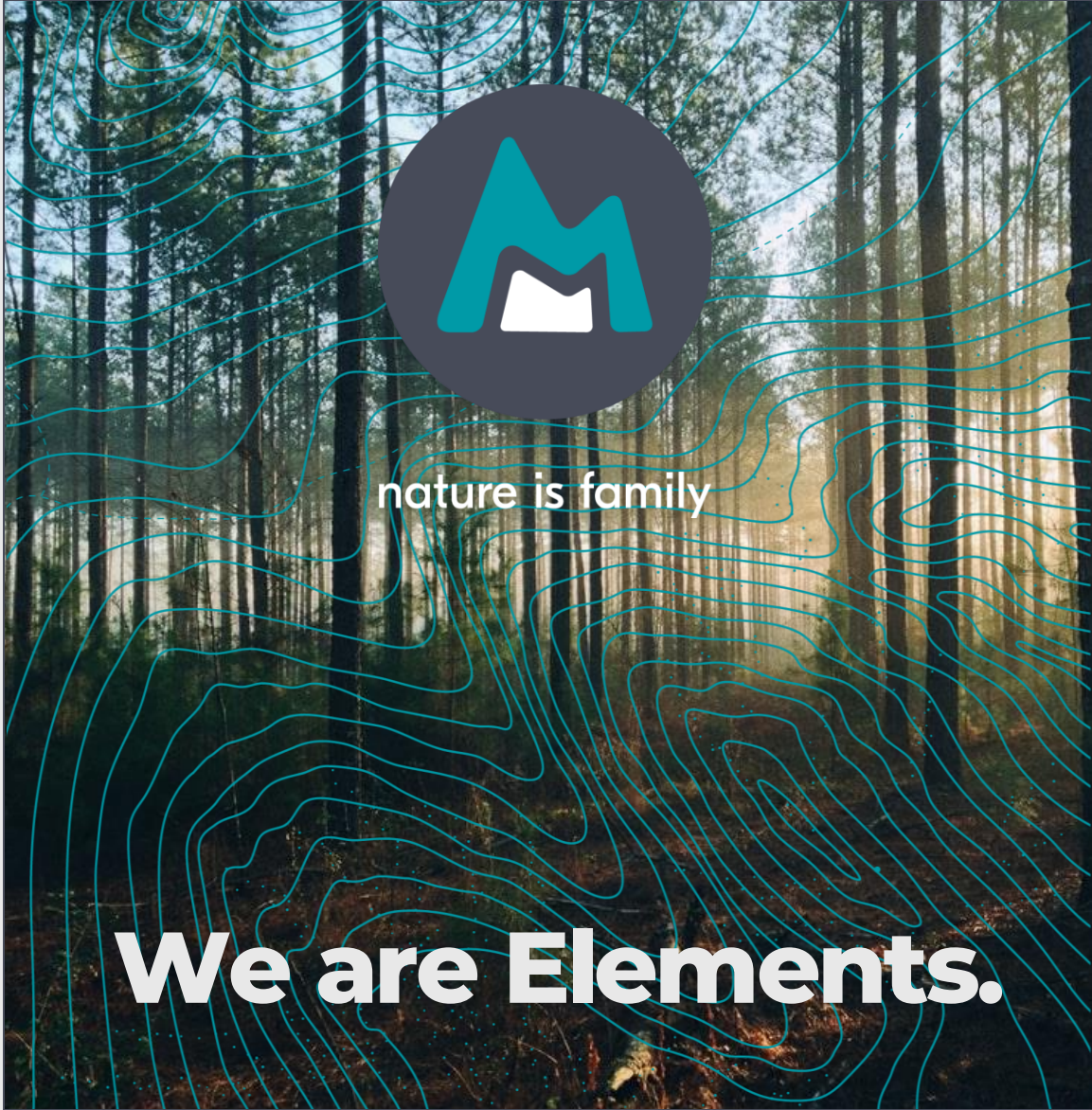


Reimage consumption: service and alternate business models





At Elements, we believe that the closer we are to nature, the more we will care for it.

That's why we choose quality-driven, responsible brands that help people reconnect with nature.

Family-owned distributor/agency in Antwerp

Sustainability coordinator



This company meets high standards of social and environmental impact.





distribution
agency

be - lu



CRAGHOPPERS

be - nl - lu - de

care
PLUS



be - nl - lu - fr - de

Helinox

be - nl - lu



be - nl - lu



be - nl - lu

be - nl - lu - de

WAKAWAKA
share the sun

TREK'N EAT
FOOD FOR YOUR OUTDOOR LIFE

be - lu

patagonia

be - lu

be - nl - lu - fr



be - lu



be - nl - lu

XHOUDINI

be - lu

KATADYN

be



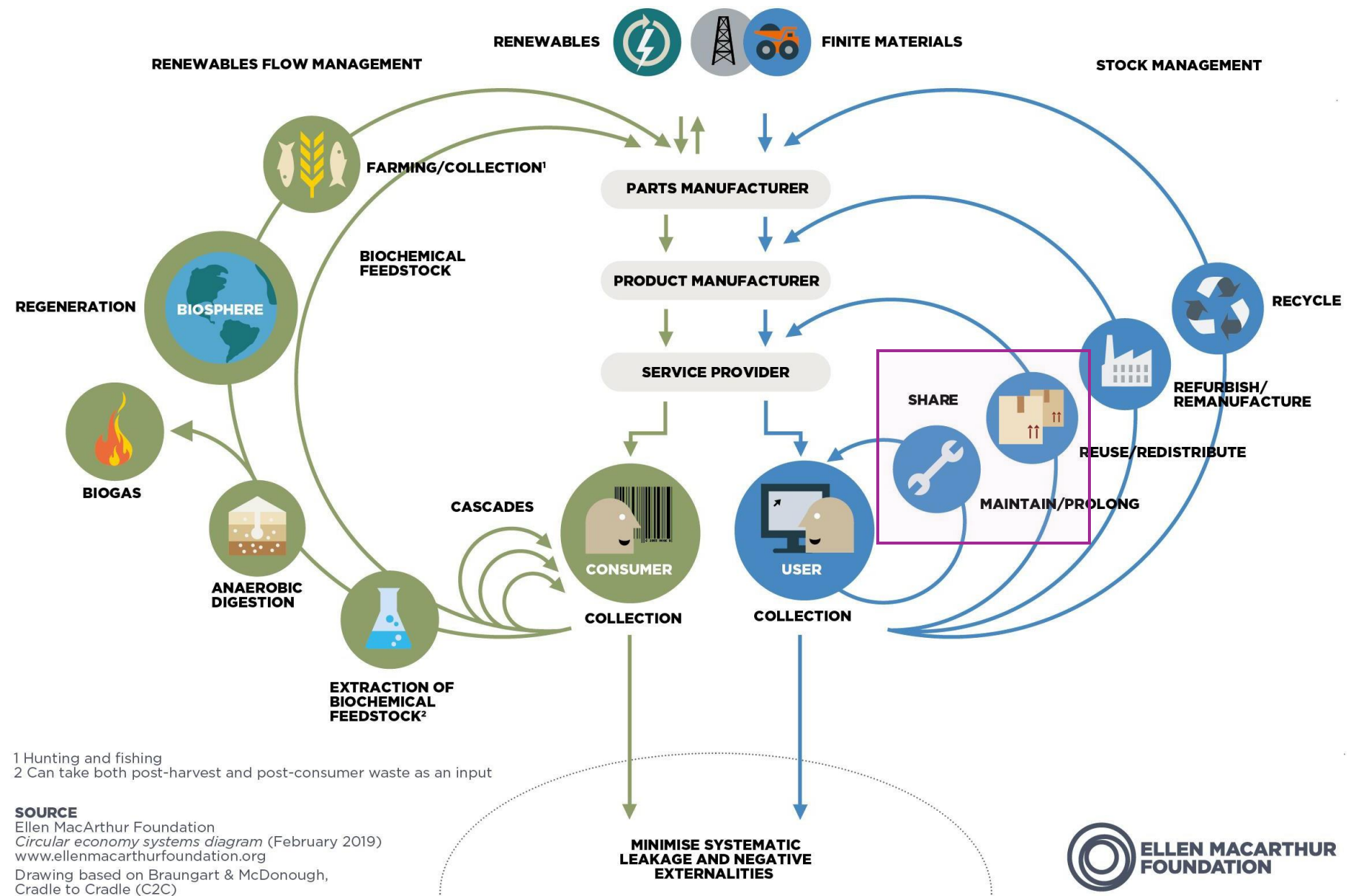
dopper

be

zamberlan
HANDMADE PHILOSOPHY

be - nl - lu

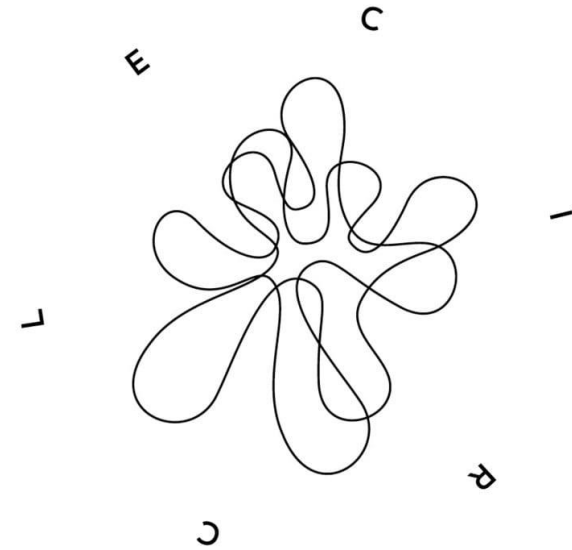
Circular economy



patagonia®



X HOUDINI



**We're in business to
save our home planet.**

patagonia[®]

50s – '89

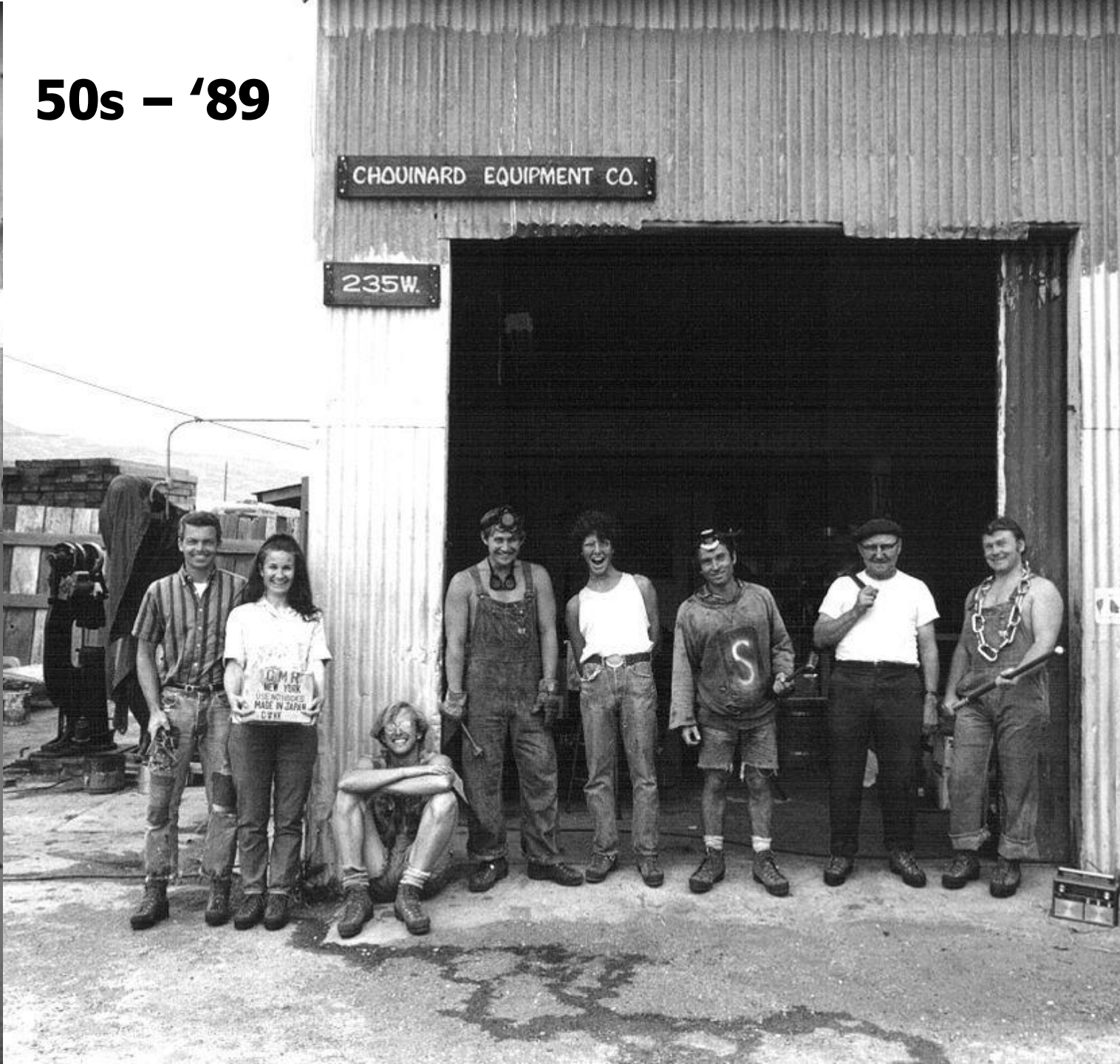
CHOVINARD EQUIPMENT CO.

235W.

clean
climbing



Chouinard Equipment, Ltd.
WORKBOOK SPRING 1989



shareholders

Who are businesses really responsible to? Their customers? Shareholders? Employees? We would argue that it's none of the above. Fundamentally, businesses are responsible to their resource base. Without a healthy environment there are no shareholders, no employees, no customers and no business.

patagonia
committed to the core®

800 638 6464 www.patagonia.com

Photo: Ted Scott


Patagonia pledges at least 1% of sales to the preservation and restoration of the natural environment. To date, Patagonia has donated more than \$18 million to grassroots organizations. 1% For The Planet is a trademark of 1% For The Planet, Inc.

© 2004 Patagonia, Inc.





REPAIR IS A



RADICAL ACT

IF IT'S BROKE FIX IT

Start a Repair ↗

DIY Repair Guides ↗



Repairs in Retail



Events ↗





REPAIR 10TH
A SECOND
FOR TENNIS GLO

united
repair
centre

LONDON



and remember...

Buy Less

What you buy is a choice with the power to change. Leave a lighter impact on people and the planet; join the fight against irresponsible, fast-fashion manufacturing.

Buy quality, used and multifunctional gear - wear it, repair it, repeat.



**Buy Less,
Demand
More.**

Demand More

Informed buyers will force the clothing industry to drop their dirty practices.

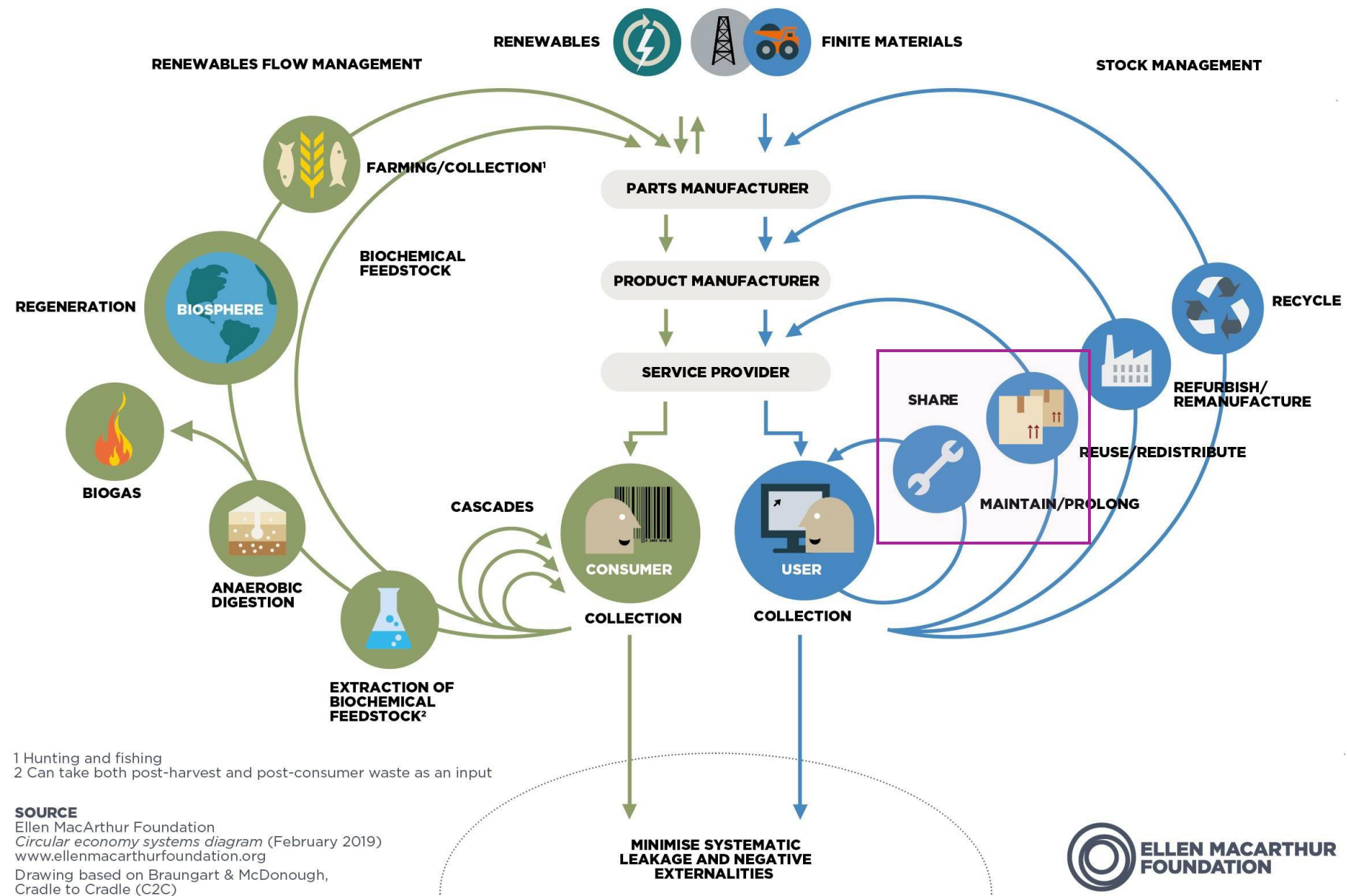
Don't wonder. Ensure your clothes are constructed mindfully and ethically.

Support companies that care for their people and the planet.

Hold brands accountable for what they produce and how they produce.

patagonia[®]

Circular economy



1 Hunting and fishing
2 Can take both post-harvest and post-consumer waste as an input

SOURCE
Ellen MacArthur Foundation
Circular economy systems diagram (February 2019)
www.ellenmacarthurfoundation.org
Drawing based on Braungart & McDonough,
Cradle to Cradle (C2C)





X HOUDINI

A full-page background image of a misty forest path. Two people are walking away from the viewer on a paved path that leads into a dense forest. The trees are tall and thin, and the ground is covered in green ferns. The atmosphere is misty and ethereal.

People buy a product, but they join a cause.

What makes Houdini unique?

Designing for circularity since 2001.

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





Design principles

Built to last

Less is more

Holistic comfort

Circular

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!

Men's rentals



Ownership reimaged.

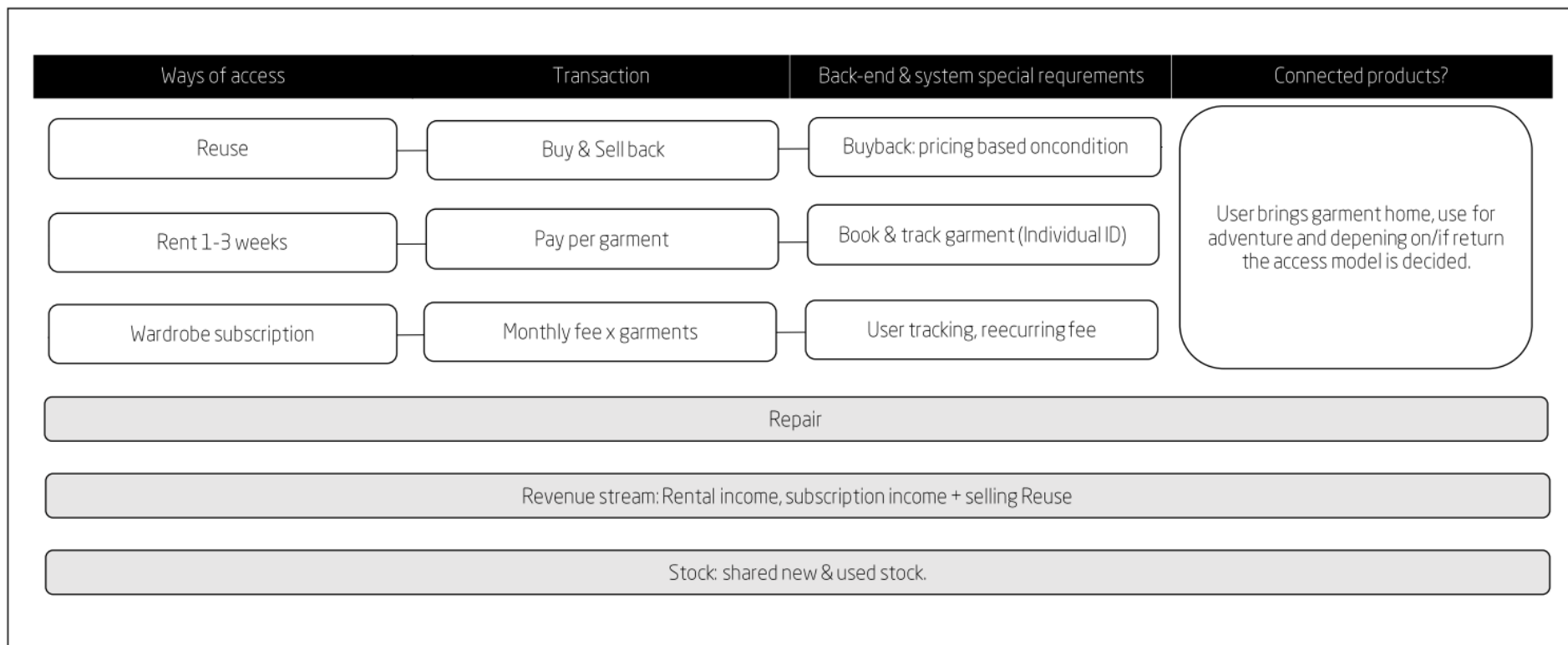
Our “Wearable multitools” are made to fall in love with and stay in love with.

They can shift attitudes, mindsets and ways of life.

“Consumers” can turn users, caretakers and investors in a brighter future.



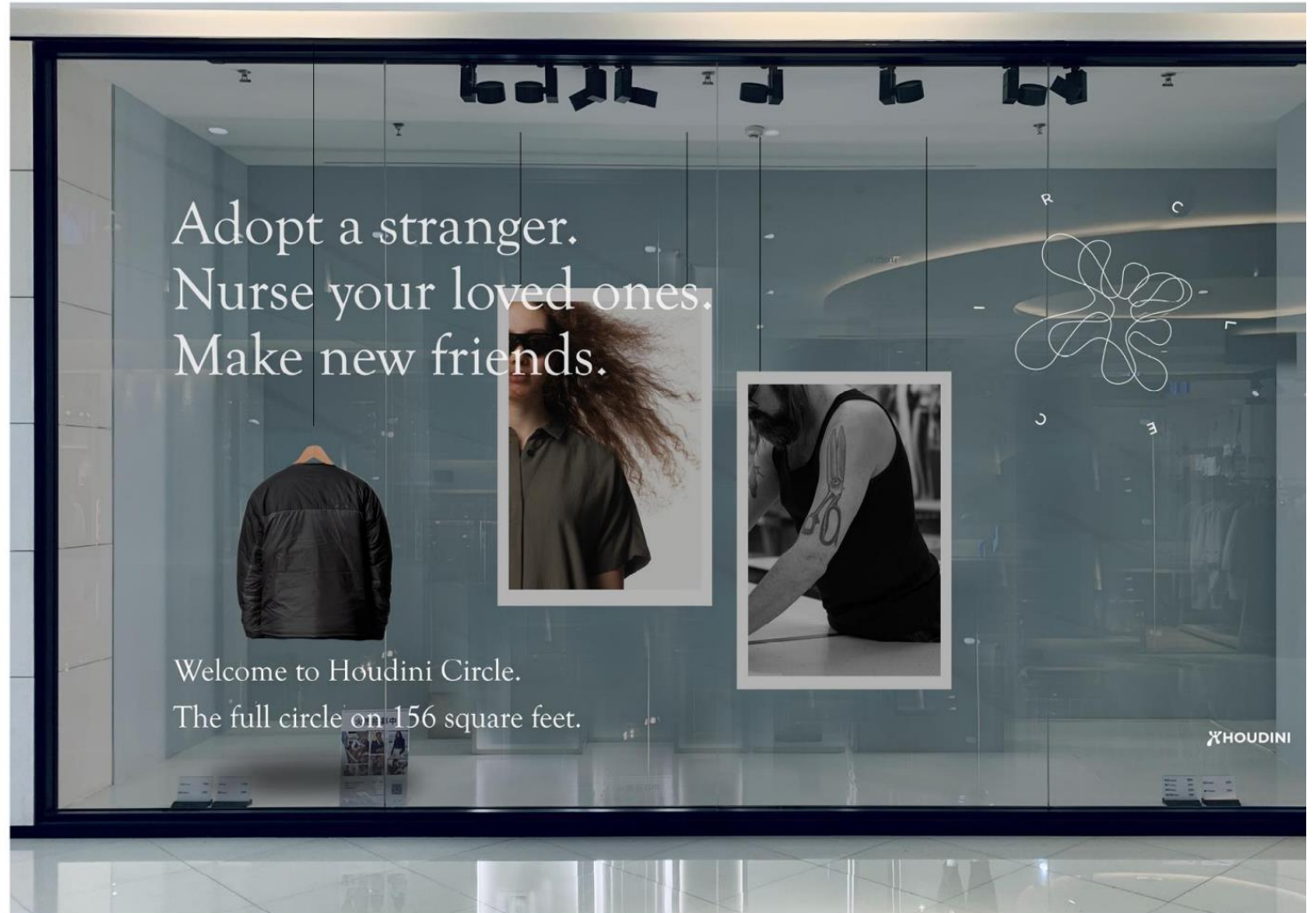






Get rid of your ex.
Find the love of your life.
Or date someone new every week.

A new concept opening soon
HOUDINI



Adopt a stranger.
Nurse your loved ones.
Make new friends.

Welcome to Houdini Circle.
The full circle on 156 square feet.

HOUDINI

A person with long hair, wearing a light-colored t-shirt, red shorts, a tan cap, and a backpack, is wading through deep, dark blue water. The water is calm with subtle ripples. The person is positioned on the left side of the frame, looking towards the right.

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

Join the movement
It's a service
Facilitate





Thank you



nelson@we-are-elements.eu

Elements bv 2025