



OBEY

Mens Fall 2020

THE OBEY CAMPAIGN CAN BE EXPLAINED AS AN EXPERIMENT IN PHENOMENOLOGY. THE FIRST AIM OF PHENOMENOLOGY IS TO REAWAKEN A SENSE OF WONDER ABOUT ONE'S ENVIRONMENT. THE OBEY CAMPAIGN ATTEMPTS TO STIMULATE CURIOSITY AND BRING PEOPLE TO QUESTION BOTH THE CAMPAIGN AND THEIR RELATIONSHIP WITH THEIR SURROUNDINGS. BECAUSE PEOPLE ARE NOT USED TO SEEING ADVERTISEMENTS OR PROPAGANDA FOR WHICH THE MOTIVE IS NOT OBVIOUS, FREQUENT AND NOVEL ENCOUNTERS WITH OBEY PROPAGANDA PROVOKE THOUGHT AND POSSIBLE FRUSTRATION, NEVERTHELESS REVITALIZING THE VIEWER'S PERCEPTION AND ATTENTION TO DETAIL. TO CATALYZE A THOUGHTFUL DIALOGUE DECONSTRUCTING THE PROCESS OF IMAGE ABSORPTION IS THE ULTIMATE GOAL. ALL IN THE NAME OF FUN AND OBSERVATION.

THE MEDIUM IS THE MESSAGE.



17462 VON KARMAN AVE.
IRVINE, CA 92614
U.S.A.
PHONE 949.596.8400 / FAX 949.596.8437
WWW.OBEYCLOTHING.COM
WWW.OBEYGIANT.COM

BUY FAIR.



BE FAIR.

FAIR TRADE



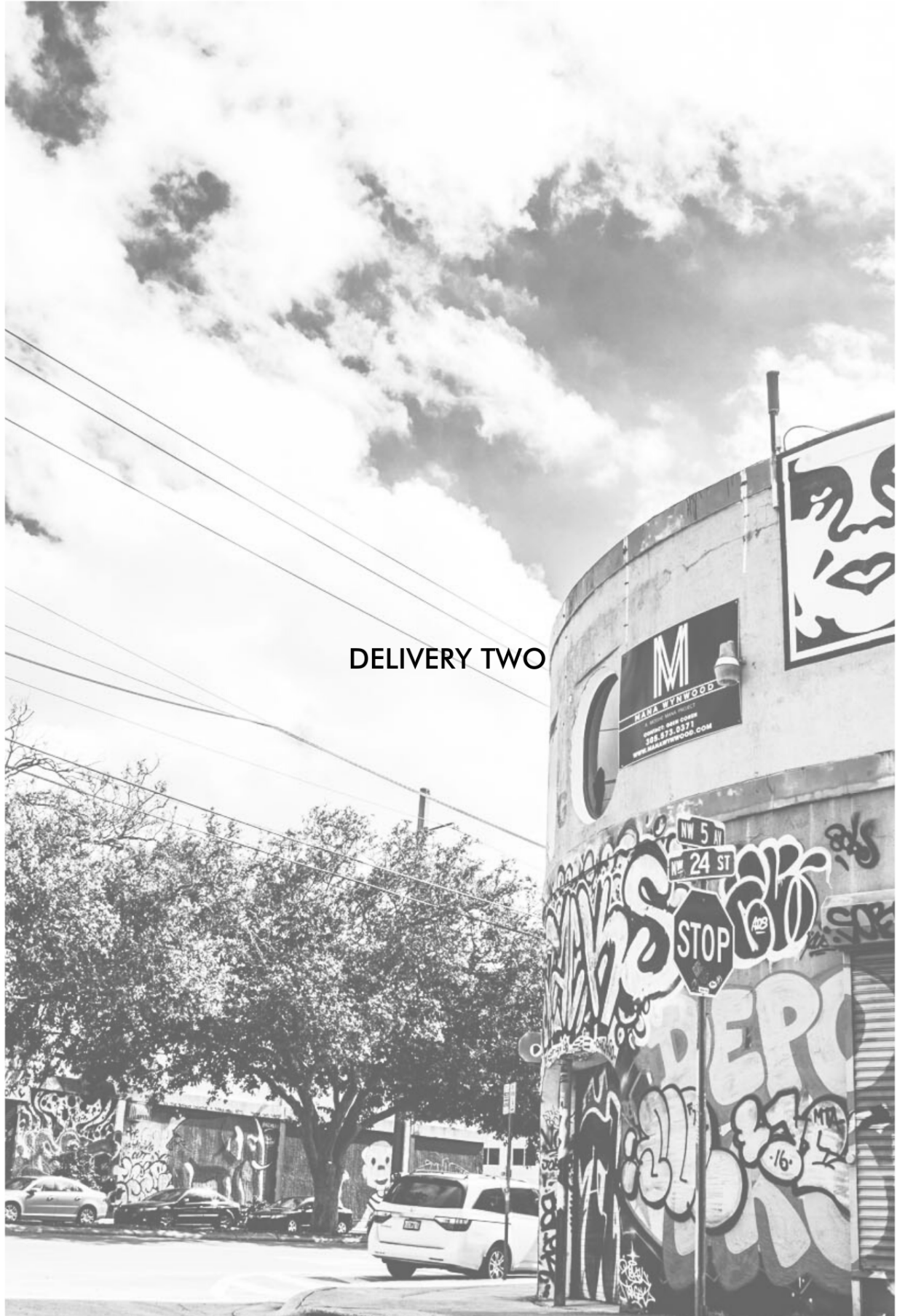


Fair Trade is a market-based approach that empowers factory workers and farmers to fight poverty, produce quality products, protect the environment and build strong thriving communities for generations to come. At the same time, Fair Trade USA's Fair Trade Certified™ label empowers you, the consumer, with the knowledge that your purchase has a positive impact on the people who sew and grow the products you love. For every OBEY Fair Trade Certified™ product sold, a percentage is paid directly to a special fund for the workers that create our goods. They decide collectively how to spend these funds based on the community's greatest needs: from scholarships and school buses, to medical care and disaster relief services.

"Social responsibility and justice have always been very important to OBEY in both message and practice. We work with manufacturers that provide a fair wage and ethical working conditions, and have now made the further step to become an official Fair Trade USA partner (www.FairTradeusa.org). Our Fair Trade Certified™ garments are produced in factories that operate against rigorous social, environmental and economic standards, where workers can do their jobs with pride and dignity. For every Fair Trade Certified product sold, workers earn more money to fight poverty and fund community development. Our hope is not only to benefit the workers of the Fair Trade factories, but to lead by example and promote the expansion of the Fair Trade apparel program."

- Shepard Fairey

DELIVERY TWO





M
A WYNWOOD
POISHE MANA PROJECT
CONTACT: OREN COHEN
05.573.0371
ANAWYNWOOD.COM

JACKETS

NW 24 ST



HENSE SHERPA JACKET

121800430

FIT: REGULAR FIT

DESCRIPTION: HEAVYWEIGHT PATTERN SHERPA JACKET WITH NYLON MOCK NECK AND OBEY LABEL

100% POLYESTER

PURPLE MULTI, BLACK MULTI

S M L XL XXL

\$90.00



PURPLE MULTI



BLACK MULTI

THIEF SHERPA JACKET

121800429

FIT: REGULAR FIT

DESCRIPTION: HEAVYWEIGHT FULL ZIP SHERPA JACKET WITH NYLON MOCK NECK AND OBEY LABEL

100% POLYESTER

SAPPHIRE, NATURAL

S M L XL XXL

\$87.50



SAPPHIRE



NATURAL

TACTICS JACKET

121800432

FIT: REGULAR FIT

DESCRIPTION: TACTICAL NYLON JACKET WITH OBEY LABEL

100% NYLON

SEA BREEZE, BLACK

S M L XL XXL

\$100.00



SEA BREEZE



BLACK

EXTERNAL VEST

121810012

FIT: REGULAR FIT

DESCRIPTION: TACTICAL NYLON VEST WITH SHERPA LINING

100% NYLON

SEA BREEZE, BLACK

S M L XL XXL

\$65.00



SEA BREEZE



BLACK

ULTRA BOMBER JACKET

121800436

FIT: REGULAR FIT

DESCRIPTION: HOODED SATIN FLIGHT JACKET WITH QUILTED LINING AND OBEY LABEL

100% NYLON

ORANGE, BLACK

S M L XL XXL

\$80.00



ORANGE



BLACK

FELLOWSHIP PUFFER JACKET

121800434

FIT: REGULAR FIT

DESCRIPTION: HOODED PUFFER JACKET WITH OBEY PRINT

100% POLYESTER

NAVY MULTI, BLACK

S M L XL XXL

\$82.50



NAVY MULTI



BLACK

HOUSE JACKET

121800433

FIT: REGULAR FIT

DESCRIPTION: OVERSIZED NYLON JACKET WITH SHERPA LINING AND STOW AWAY HOOD

100% NYLON

SAPPHIRE, BLACK

S M L XL XXL

\$120.00



SAPPHIRE

BLACK

FAR HUNTING JACKET

121800438

FIT: REGULAR FIT

DESCRIPTION: HUNTING JACKET WITH CONTRAST QUILTED LINING AND CORDUROY COLLAR

100% COTTON

PUMPKIN SPICE, SAPPHIRE

S M L XL XXL

\$87.50



PUMPKIN SPICE

SAPPHIRE

ORDER DRIVER COAT

121800441

FIT: REGULAR FIT

DESCRIPTION: LONG DRIVERS COAT IN OVERSIZED GLEN CHECK PLAID

97% POLYESTER 3% RAYON

BLACK MULTI

S M L XL XXL

\$130.00



BLACK MULTI



FLEECE

LASSEN MOCK NECK ZIP

111620062

FIT: REGULAR FIT

DESCRIPTION: MOCK NECK WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

BLACK, ASH GREY

S M L XL XXL

\$50.00



BLACK



ASH GREY

D2 - FLEECE

1

ASHMORE POLO

111620061

FIT: REGULAR FIT

DESCRIPTION: STRIPED FLEECE POLO WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

BLACK MULTI, GREEN MULTI

S M L XL XXL

\$50.00



BLACK MULTI



GREEN MULTI

D2 - FLEECE

2

OBEY FRIENDS HOOD

112470095

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

BLACKBERRY WINE, BLACK, ASH GREY, PUMPKIN SPICE

S M L XL XXL

\$47.50



BLACKBERRY WINE



BLACK



ASH GREY



PUMPKIN SPICE

D2 - FLEECE

3

OBEY STATUE HOOD

112470113

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

MALLARD GREEN, SAPPHIRE, ASH GREY, BLACK

S M L XL XXL

\$47.50



MALLARD GREEN



SAPPHIRE



ASH GREY



BLACK

D2 - FLEECE

4

OBEY KNOWLEDGE HOOD

112470097

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

POSEIDON, BLACK, ASH GREY, MALLARD GREEN

S M L XL XXL

\$47.50



POSEIDON



BLACK



ASH GREY



MALLARD GREEN

D2 - FLEECE

5

OBEY KNOWLEDGE CREW

112480077

FIT: REGULAR FIT

DESCRIPTION: CREW NECK WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

BLACK, ASH GREY, BLACKBERRY WINE, NATURAL

S M L XL XXL

\$50.00



BLACK



ASH GREY



BLACKBERRY WINE



NATURAL

D2 - FLEECE

6

OBEY SUBVERT HOOD

112470098

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

SAPPHIRE, ASH GREY, BLACK, SAFETY ORANGE

S M L XL XXL

\$47.50



SAPPHIRE



ASH GREY



BLACK



SAFETY ORANGE

D2 - FLEECE

7

JUDGE HOOD

112470102

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

RED, ASH GREY, BLACK, SAPPHIRE

S M L XL XXL

\$47.50



RED



ASH GREY



BLACK



SAPPHIRE

D2 - FLEECE

8

OBEY KLINK HOOD

112470096

FIT: REGULAR FIT

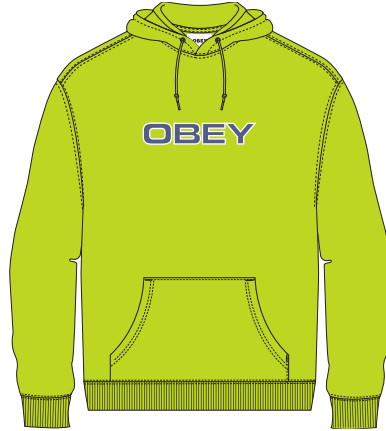
DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

LIME PUNCH, BLACK, ASH GREY, RED

S M L XL XXL

\$47.50



LIME PUNCH



BLACK



ASH GREY



RED

D2 - FLEECE

9

STACK HOOD

112470103

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

58% COTTON 42% POLYESTER

BLACKBERRY WINE, ASH GREY, BLACK, PUMPKIN SPICE

S M L XL XXL

\$47.50



BLACKBERRY WINE



ASH GREY



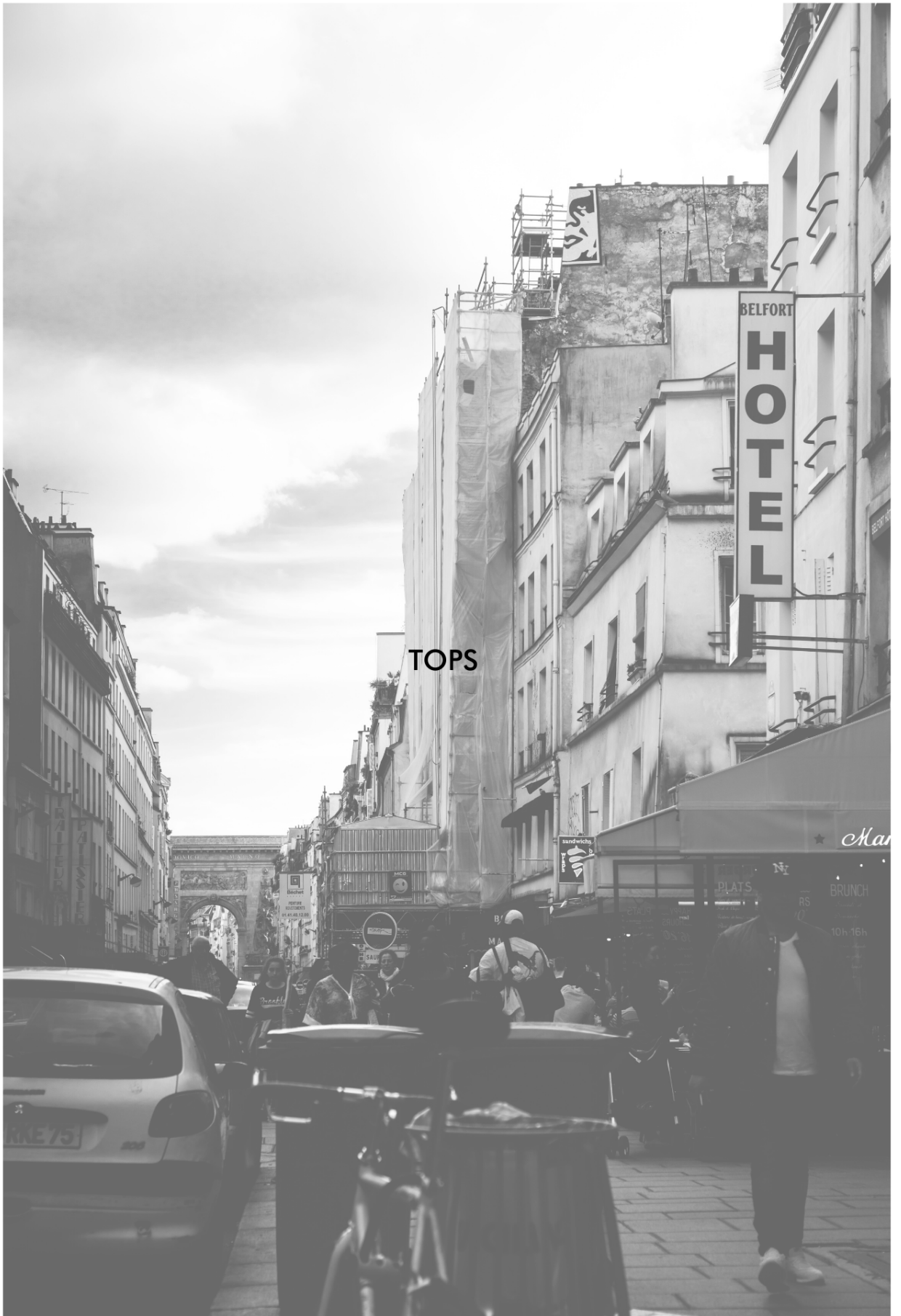
BLACK



PUMPKIN SPICE

D2 - FLEECE

10



TOPS

MATTSON WOVEN

181200300

FIT: REGULAR FIT

DESCRIPTION: PRINTED POPLIN SHIRT WITH CHEST POCKET AND OBEY FLAG LABEL

100% COTTON

DUSTY GREEN MULTI, BLACK MULTI

S M L XL XXL



\$45.00



DUSTY GREEN MULTI



BLACK MULTI

D2 - TOPS

LULLABIES WOVEN

181200307

FIT: REGULAR FIT

DESCRIPTION: PRINTED POPLIN STRIPED SHIRT WITH CHEST POCKET AND OBEY LABEL

100% COTTON

BLACK MULTI, GREEN MULTI

S M L XL XXL



\$45.00



BLACK MULTI



GREEN MULTI

D2 - TOPS

11

PITER WOVEN

181200306

FIT: REGULAR FIT

DESCRIPTION: POPLIN PAJAMA SHIRT WITH CHEST POCKET, PIPING DETAIL AND OBEY LABEL

100% COTTON

ALMOND, BLUE SAPPHIRE

S M L XL XXL



\$45.00



ALMOND



BLUE SAPPHIRE

D2 - TOPS

12

DIVISION TEE LS

131030100

FIT: CLASSIC FIT

DESCRIPTION: STRIPED L/S TEE WITH OBEY PRINT

100% COTTON

ROSE MULTI, BLACK MULTI, ULTRAMARINE MULTI

S M L XL XXL

\$32.50



ROSE MULTI



BLACK MULTI



ULTRAMARINE MULTI

CLINTON TEE LS

131030099

FIT: CLASSIC FIT

DESCRIPTION: STRIPED L/S TEE WITH OBEY EMBROIDERY

100% COTTON

BROWN MULTI, BLUE MULTI

S M L XL XXL

\$32.50



BROWN MULTI



BLUE MULTI

STRUCTURE POLO LS

131040035

FIT: REGULAR FIT

DESCRIPTION: STRIPED L/S HALF ZIP POLO WITH OBEY PRINT

100% COTTON

PURPLE MULTI, OIL BLUE MULTI

S M L XL XXL

\$45.00



PURPLE MULTI



OIL BLUE MULTI

BENNY POLO LS

131040031

FIT: REGULAR FIT

DESCRIPTION: STRIPED L/S POLO WITH CONTRAST COLLAR AND OBEY EMBROIDERY

100% COTTON

OIL BLUE MULTI, NAVY MULTI

S M L XL XXL



\$45.00



NAVY MULTI

OIL BLUE MULTI

D2 - TOPS

17

ROMEO POLO LS

131040033

FIT: REGULAR FIT

DESCRIPTION: L/S POLO WITH CHEST POCKET AND ELASTIC WAIST

100% COTTON

BLACK MULTI, CHILI MULTI

S M L XL XXL



\$45.00



CHILI MULTI

BLACK MULTI

D2 - TOPS

18

JAKE POLO

131040032

FIT: REGULAR FIT

DESCRIPTION: YARN DYE PIQUE LONG SLEEVE POLO

100% COTTON

BLACK MULTI, GREEN MULTI

S M L XL XXL



\$45.00



BLACK MULTI



GREEN MULTI

D2 - TOPS



HEADWEAR

claro

THE B GROUP
Turner

BOLD SNAPBACK

100570123

FIT: CLASSIC FIT

DESCRIPTION: CLASSIC PROFILE HEIGHT, CURVE VISOR, DIRECT EMBROIDERY LOGO AND PLASTIC SNAP CLOSURE

100% COTTON

BLACK, NAVY

O/S

\$20.00



NAVY

BLACK

D2 - HEADWEAR

1

TOTAL SNAPBACK

100570124

FIT: CLASSIC FIT

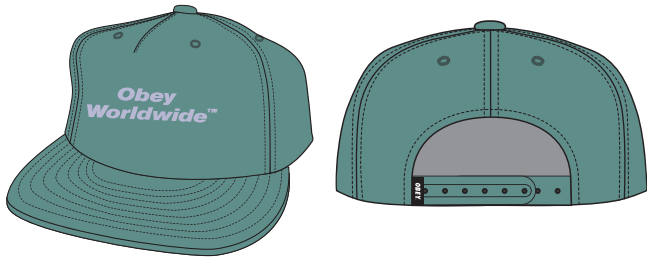
DESCRIPTION: CLASSIC PROFILE HEIGHT, FLAT VISOR, DIRECT EMBROIDERY LOGO AND PLASTIC SNAP CLOSURE

100% COTTON

OIL BLUE, BLACK

O/S

\$20.00



BLACK

OIL BLUE

D2 - HEADWEAR

2

FOUNDATION SNAPBACK

100570125

FIT: CLASSIC FIT

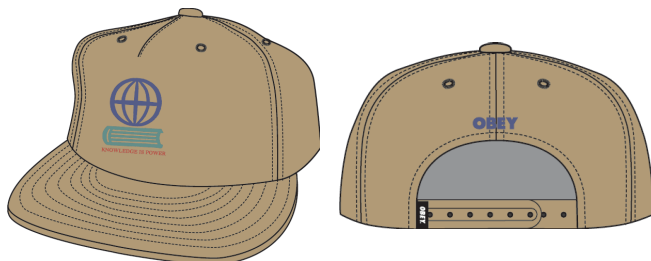
DESCRIPTION: CLASSIC PROFILE HEIGHT, FLAT VISOR, DIRECT EMBROIDERY LOGO AND PLASTIC SNAP CLOSURE

100% COTTON

KHAKI, BLACK

O/S

\$20.00



BLACK

KHAKI

D2 - HEADWEAR

3

COLUMN 6 PANEL STRAPBACK

100580246

FIT: LOW PROFILE FIT

DESCRIPTION: LOW PROFILE HEIGHT, FLAT VISOR, DIRECT EMBROIDERY LOGO AND SELF SLIDE BACK CLOSURE

100% COTTON

ECRU OLIVE, BLACK, PURPLE MOUNTAIN

O/S

\$20.00



ECRU OLIVE



BLACK



PURPLE MOUNTAIN

D2 - HEADWEAR

4

ROTATION 6 PANEL STRAPBACK

100580248

FIT: LOW PROFILE FIT

DESCRIPTION: LOW PROFILE HEIGHT, FLAT VISOR, WOVEN LABEL AND SELF SLIDE BACK CLOSURE

100% COTTON

BLACK, DUCK BROWN

O/S

\$20.00



BLACK



DUCK BROWN

D2 - HEADWEAR

5

SURFACE 6 PANEL STRAPBACK

100580253

FIT: LOW PROFILE FIT

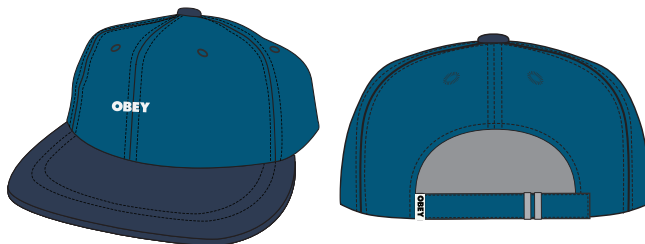
DESCRIPTION: LOW PROFILE CROWN HEIGHT WITH DUCK BILLED VISOR, DIRECT EMBROIDERY AND SELF SLIDE BACK CLOSURE

100% COTTON

NAVY MULTI, KHAKI MULTI

O/S

\$20.00



NAVY MULTI



KHAKI MULTI

D2 - HEADWEAR

6

THUNDER 6 PANEL STRAPBACK

100580249

FIT: LOW PROFILE FIT

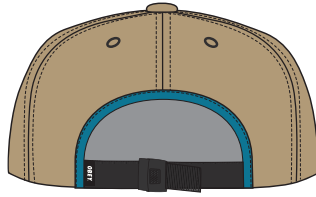
DESCRIPTION: LOW PROFILE CROWN HEIGHT WITH DUCK BILLED VISOR, WOVEN LOGO LABEL AND WEBBING CLOSURE WITH PLATIC CLASP

100% NYLON

KHAKI, BLACK

O/S

\$20.00



BLACK

KHAKI

D2 - HEADWEAR

7

POLLEN 6 PANEL STRAPBACK

100580254

FIT: LOW PROFILE FIT

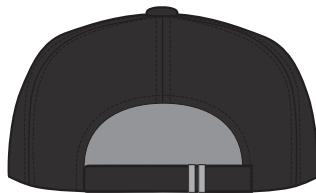
DESCRIPTION: LOW PROFILE CROWN HEIGHT WITH DUCK BILLED VISOR, DIRECT EMBROIDERY AND SELF SLIDE BACK CLOSURE

90% POLYESTER 10% NYLON

BLACK, OIL BLUE

O/S

\$20.00



OIL BLUE

BLACK

D2 - HEADWEAR

8

SPRINT 5 PANEL HAT

100490074

FIT: CLASSIC FIT

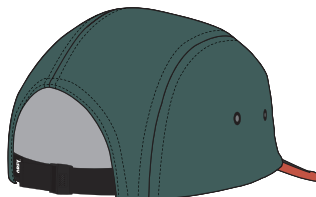
DESCRIPTION: CLASSIC PROFILE HEIGHT, CURVE VISOR, DIRECT EMBROIDERY LOGO AND PLASTIC SNAP CLOSURE

100% NYLON

GREEN MULTI, BLACK MULTI

O/S

\$20.00



BLACK MULTI

GREEN MULTI

D2 - HEADWEAR

9

ICON LABEL BUCKET HAT

100520047

FIT: UNSTRUCTURED FLAT TOP BUCKET HAT

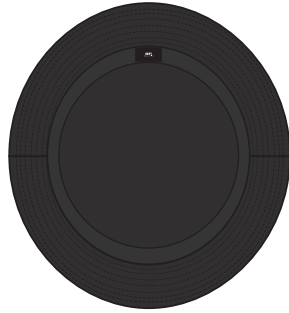
DESCRIPTION: CLASSIC PROFILE HEIGHT WITH FLAT VISOR, AND DIRECT EMBROIDERY LOGO

100% COTTON

BLACK, DUCK BROWN

O/S

\$22.50



DUCK BROWN

BLACK

D2 - HEADWEAR

10

CRIMSON BUCKET HAT

100520043

FIT: UNSTRUCTURED FLAT TOP BUCKET HAT

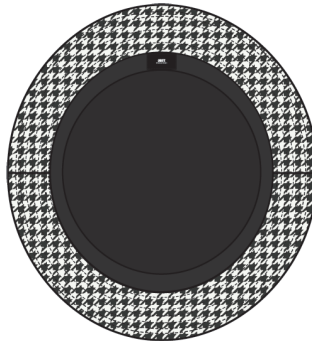
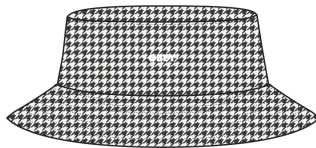
DESCRIPTION: CLASSIC PROFILE HEIGHT WITH FLAT VISOR, ALL OVER PRINT AND DIRECT EMBROIDERY LOGO

100% POLYESTER

WHITE MULTI, PURPLE MULTI

O/S

\$22.50



PURPLE MULTI

WHITE MULTI

D2 - HEADWEAR

11

ADAM 6 PANEL BUCKET HAT

100520044

FIT: UNSTRUCTURED FLAT TOP BUCKET HAT

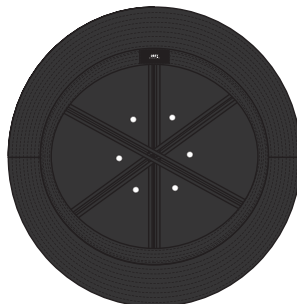
DESCRIPTION: CLASSIC PROFILE HEIGHT WITH FLAT VISOR, ALL OVER PRINT AND WOVEN FLAG LABEL

100% COTTON

BLACK, PURPLE MOUNTAIN

O/S

\$22.50



PURPLE MOUNTAIN

BLACK

D2 - HEADWEAR

12

CONDITIONS 5 PANEL HAT

100490076

FIT: LOW PROFILE FIT

DESCRIPTION: LOW PROFILE CROWN HEIGHT WITH DUCK BILLED VISOR, DIRECT LOGO EMBROIDERY, AND NECK FLAP WITH DRAWSTRINGS

100% NYLON

GREEN MULTI

O/S

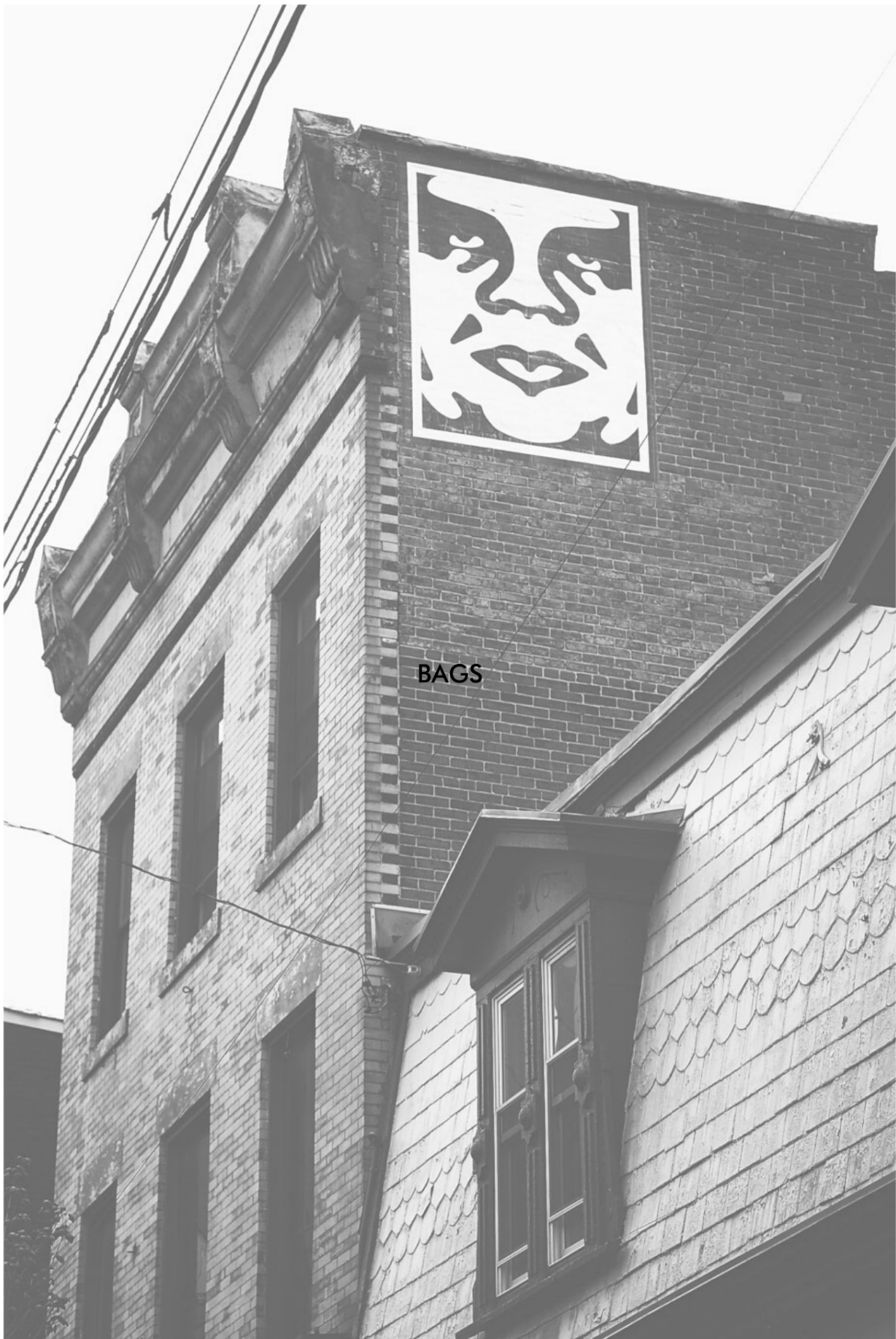
\$25.00



GREEN MULTI



BAGS



CONDITIONS UTILITY DAY PACK

100010139

DESCRIPTION: BACKPACK WITH ZIP FRONT CLEAR PVC TARPULIN POCKET, INTERNAL LAPTOP SLEEVE, LARGE MAIN COMPARTMENT, PADDED RUBBER STRAPS FOR COMFORT, UTILITY BOTTOM LOOP, REFLECTIVE ROPE ZIPPER PULLS, AND LOGO RUBBER PATCH
100% POLYESTER

GREEN MULTI, BLACK

O/S

\$45.00



GREEN MULTI



BLACK

D2 - BAGS

1

CONDITIONS ROLL TOP BAG III

100010138

DESCRIPTION: BACKPACK WITH ZIP FRONT CLEAR PVC TARPULIN POCKET, INTERNAL LAPTOP SLEEVE, LARGE MAIN COMPARTMENT, PADDED RUBBER STRAPS FOR COMFORT, UTILITY BOTTOM LOOP, REFLECTIVE ROPE ZIPPER PULLS, AND LOGO RUBBER PATCH
100% POLYESTER

BLACK

O/S

\$47.50



BLACK



D2 - BAGS

2

CONDITIONS WAIST BAG III

100010134

DESCRIPTION: LARGE WAIST BAG WITH MULTIPLE POCKETS, PVC CLEAR TARPULIN ZIP POUCH, ADJUSTABLE WEBBING STRAP TO WEAR COMFORTABLY OVER THE SHOULDERS OR WASIT, REFLECTIVE ROPE ZIPPER PULL, AND LOGO RUBBER PATCH
100% POLYESTER

BLACK, GREEN MULTI

O/S

\$35.00



BLACK



GREEN MULTI

D2 - BAGS

3

CONDITIONS TRAVELER BAG III

100010135

DESCRIPTION: SMALL ESSENTIAL BAG, PVC CLEAR TARPAULIN ZIP POUCH, ADJUSTABLE SHOULDER STRAP, REFLECTIVE ROP ZIPPER PULL AND LOGO RUBBER PATCH

100% POLYESTER

GREEN MULTI, BLACK

O/S

\$25.00



GREEN MULTI



BLACK

D2 - BAGS

4

CONDITIONS SIDE BAG III

100010136

DESCRIPTION: MID SIZE SIDE BAG WITH PVC CLEAR TARPAULIN POUCH, REMOVABLE/ ADJUSTABLE STRAP, REFLECTIVE ROPE ZIPPER PULL AND LOGO RUBBER PATCH

100% POLYESTER

BLACK, GREEN MULTI

O/S

\$25.00



BLACK



GREEN MULTI

D2 - BAGS

5

CONDITIONS SIDE POUCH III

100010137

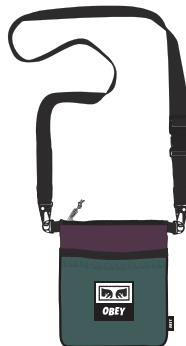
DESCRIPTION: SMALL SIZE SIDE BAG WITH PVC CLEAR TARPAULIN ZIP POUCH, REMOVABLE/ ADJUSTABLE STRAP, REFLECTIVE ROPE ZIPPER PULL, AND LOGO RUBBER PATCH

100% POLYESTER

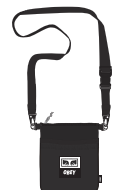
GREEN MULTI, BLACK

O/S

\$22.50



GREEN MULTI



BLACK

D2 - BAGS

6