



OBEY

FALL 2021
MENS COLLECTION

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



HEADWEAR

claro

YOS THE B GROUP
Turner

BOLD LABEL ORGANIC 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580256

BLACK



OBEY MICRO NOVEL

\$20 / \$40

163002689

DESERT SUN, LEAF



BLOCK 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580255

LEAF



BLOCK 6 PANEL STRAPBACK

\$20 / \$40

100580255

DESERT SUN, BLACK



BOLD SNAPBACK

\$20 / \$40

D1 - HEADWEAR

100570123

BLACK



BOLD SNAPBACK

\$20 / \$40

100570123

PURPLE, GINGER



OBEY DISCO DEVIL

\$20 / \$40

D1 - HEADWEAR

100580294

BLACK



OBEY DISCO DEVIL

\$20 / \$40

100580294

LEAF



LOWERCASE SNAPBACK

\$20 / \$40

D1 - HEADWEAR

100580273

BROWN



LOWERCASE SNAPBACK

\$20 / \$40

100580273

LEAF, BLACK



BENNY SNAPBACK

\$20 / \$40

D1 - HEADWEAR

100580293

BLACK



BENNY SNAPBACK

\$20 / \$40

100580293

LEAF



SERGE 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580275

IVY



SERGE 6 PANEL STRAPBACK

\$20 / \$40

100580275

BLACK, NAVY



BOLD WASHED CANVAS 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580295

BLACK



BOLD WASHED CANVAS 6 PANEL STRAPBACK

\$20 / \$40

100580295

LEAF, GINGER



BOLD CORD 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580286

KHAKI



BOLD CORD 6 PANEL STRAPBACK

\$20 / \$40

100580286

BLACK, EMERALD



ICON FACE 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580251

KHAKI



ICON FACE 6 PANEL STRAPBACK

\$20 / \$40

100580286

BLACK, IVY



OBEY NYLON OXFORD 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580288

BLACK



OBEY NYLON OXFORD 6 PANEL STRAPBACK

\$20 / \$40

100580288

GINGER, ORCID



OBEY KEYS 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580287

NAVY



OBEY KEYS 6 PANEL STRAPBACK

\$20 / \$40

100580287

KHAKI



OBEY SCORPION 6 PANEL STRAPBACK

\$20 / \$40

D1 - HEADWEAR

100580289

IVY MULTI



OBEY SCORPION 6 PANEL STRAPBACK

\$20 / \$40

100580289

BLACK



OBEY STRANGE DAYS 6 PANEL SNAPBACK

\$20 / \$40

D1 - HEADWEAR

100580290

BLACK



OBEY STRANGE DAYS 6 PANEL SNAPBACK

\$20 / \$40

100580290

WHITE MULTI



OBEY UNITY 6 PANEL SNAPBACK

\$20 / \$40

D1 - HEADWEAR

100580291

OLIVE MULTI



OBEY UNITY 6 PANEL SNAPBACK

\$20 / \$40

100580291

KHAKI MULTI



BOLD LABEL CAMP HAT

\$20 / \$40

D1 - HEADWEAR

100580292

BLACK



BOLD LABEL CAMP HAT

\$20 / \$40

100580292

KHAKI, NAVY



BOLD RIPSTOP CAMP HAT

\$20 / \$40

D1 - HEADWEAR

100490075

GINGER



BOLD RIPSTOP CAMP HAT

\$20 / \$40

100490075

DIJON, BLACK



BOLD TWILL BUCKET HAT

\$25 / \$50

D1 - HEADWEAR

100520055

BLACK



BOLD TWILL BUCKET HAT

\$25 / \$50

100520055

LEAF, KHAKI



BOLD CANVAS BUCKET HAT

\$25 / \$50

D1 - HEADWEAR

100520054

ORCHID



BOLD CANVAS BUCKET HAT

\$25 / \$50

100520054

GOLD, BLACK



BOLD CORD BUCKET HAT

\$30 / \$60

D1 - HEADWEAR

100520051

GINGER



BOLD CORD BUCKET HAT

\$30 / \$60

100520051

EMERALD GREEN, BLACK



SAM REVERSIBLE BUCKET HAT

\$32.50 / \$65

D1 - HEADWEAR

100520057

BLACK, BLACK MULTI



SAM REVERSIBLE BUCKET HAT

\$32.50 / \$65

100520057

CHILI, CHILI MULTI



LANGUAGE OF FLOWERS 6 PANEL BUCKET

\$35 / \$70

D1 - HEADWEAR

100520056

NATURAL



LANGUAGE OF FLOWERS 6 PANEL BUCKET

\$35 / \$70

100520056

BLACK



BOLD ORGANIC BEANIE

100030170

DESERT SUN, BLACK

\$17.50 / \$35

D1 - HEADWEAR



BOLD ORGANIC BEANIE

100030170

VINTAGE BLUE, LEAF

\$17.50 / \$35



MICRO BEANIE

\$16.50 / \$33

D1 - HEADWEAR

100030125

ORCHID, BLACK



MICRO BEANIE

\$16.50 / \$33

100030125

LEAF, UNBLEACHED



FUTURE BEANIE

\$15 / \$30

D1 - HEADWEAR

100030163

DEEP OCEAN, BLACK



FUTURE BEANIE

\$15 / \$30

100030163

HOT SAUCE, BANANA



FUTURE STRIPE BEANIE

100030180

PINK PUTTY

\$15 / \$30

D1 - HEADWEAR



FUTURE STRIPE BEANIE

100030180

DEEP OCEAN

\$15 / \$30



FLUID BEANIE

100030166

BLACK, DEEP OCEAN

\$15 / \$30

D1 - HEADWEAR



FLUID BEANIE

100030166

GINGER, ORCHID

\$15 / \$30



FLOWER BEANIE

100030181

ARMY

\$15 / \$30

D1 - HEADWEAR



FLOWER BEANIE

100030181

BLACK

\$15 / \$30



WERGNER BEANIE

\$15 / \$30

D1 - HEADWEAR

100030183

COPPER COIN MULTI



WERGNER BEANIE

\$15 / \$30

100030183

BLACK MULTI



ICON EYES BEANIE

100030132

VINTAGE BLUE, BLACK

\$15 / \$30

D1 - HEADWEAR



ICON EYES BEANIE

100030132

WOOD BROWN, GOLDEN HARVEST

\$15 / \$30



PROTEST BEANIE

100030182

UNBLEACHED

\$15 / \$30

D1 - HEADWEAR



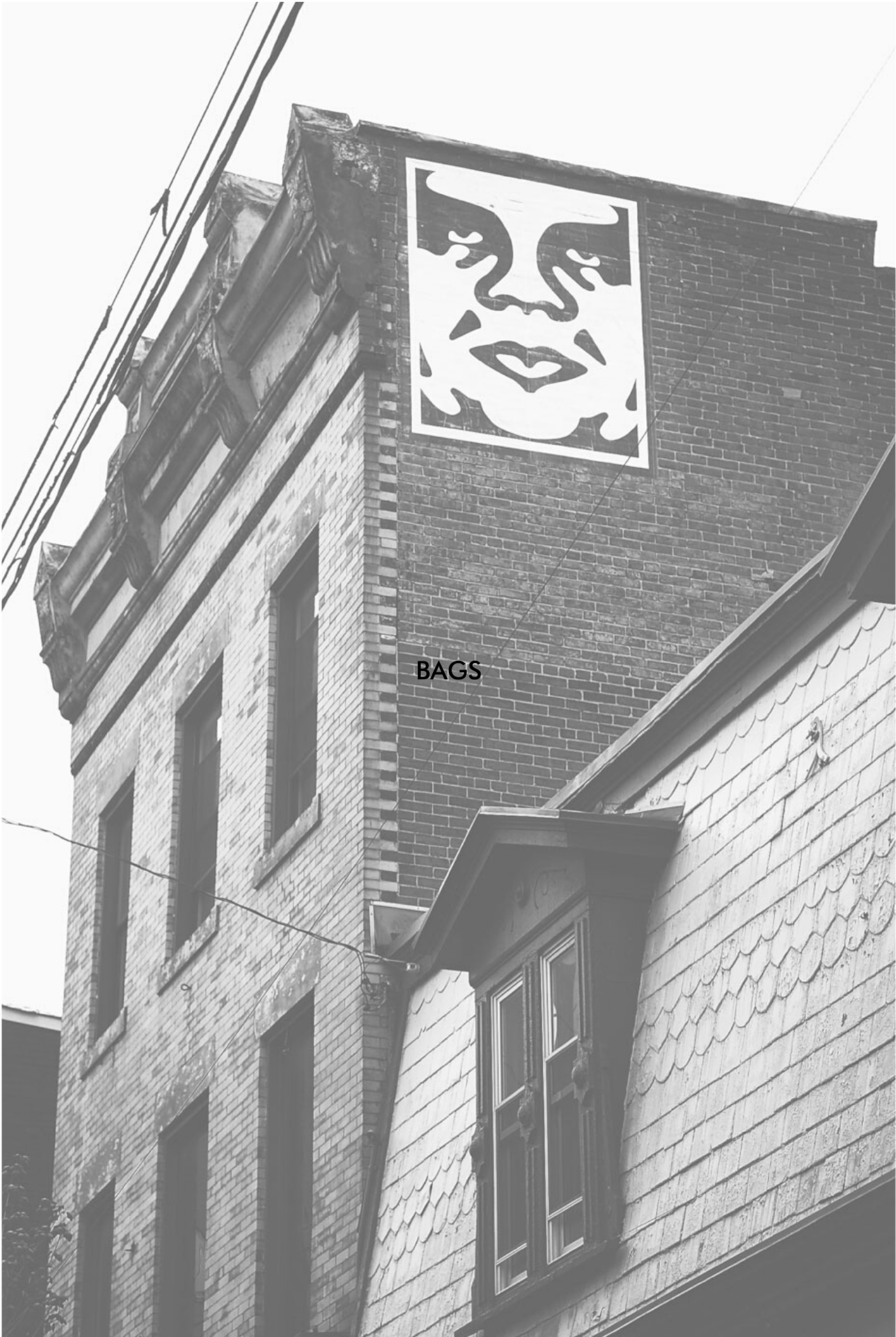
PROTEST BEANIE

100030182

BLACK

\$15 / \$30





BAGS

TAKEOVER DAY PACK

100010120

BLACK

\$45 / \$90

D1 - BAGS



TAKEOVER DAY PACK

100010120

LEAF

\$45 / \$90



CONDITIONS UTILITY DAY PACK

\$45 / \$90

D1 - BAGS

100010139

BLACK



WASTED HIP BAG

\$17.50 / \$35

D1 - BAGS

100010098

ARMY



WASTED HIP BAG

\$17.50 / \$35

100010098

BLACK TWILL



CONDITIONS TRAVELER BAG III

\$25 / \$50

D1 - BAGS

100010135

NAVY MULTI



CONDITIONS TRAVELER BAG III

\$25 / \$50

100010135

BLACK



COMMUTER WAIST BAG

\$27.50 / \$55

D1 - BAGS

100010126

LEAF MULTI



COMMUTER WAIST BAG

\$27.50 / \$55

100010126

BLACK



CORDUROY PVC TOTE BAG

\$42.50 / \$85

D1 - BAGS

100010143

MULTI



SXREAM

\$17.50 / \$35

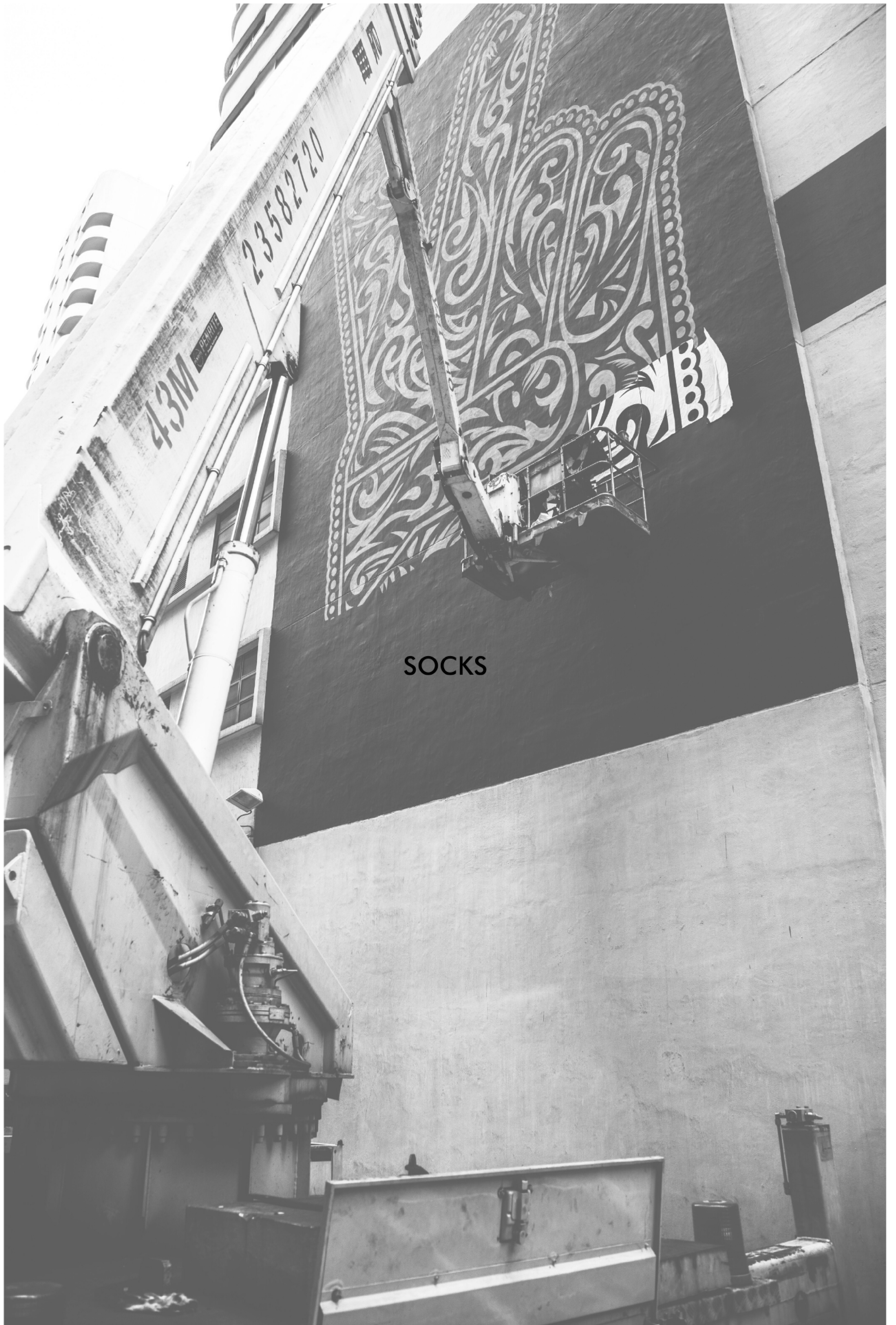
100552810

BLACK, NATURAL



FALL 2021 | MENS

OBEY



SOCKS

COOPER II SOCKS

\$7.50 / \$15

D1 - SOCKS

100260093

WHITE / BLACK, WHITE / DEEP OCEAN



COMMUTER WAIST BAG

\$7.50 / \$15

100010126

WHITE / HOT SAUCE, WHITE SAFFRON



OBEY BOLD SOCKS

\$7.50 / \$15

D1 - SOCKS

100260144

WHITE, BLACK



OBEY BOLD SOCKS

\$7.50 / \$15

100260144

HOT SAUCE



OBEY EYES ICON SOCKS

\$7.50 / \$15

D1 - SOCKS

100260141

BLACK, WHITE



OBEY EYES ICON SOCKS

\$7.50 / \$15

100260141

ORCHID



OBEY MILTON SOCK

\$7.50 / \$15

D1 - SOCKS

100260147

GALLNUT MULTI, GOOD GREY MULTI



OBEY NATTY SOCKS

\$7.50 / \$15

100260157

WHITE MULTI, DEEP OCEAN MULTI



OBEY PROTEST SOCKS

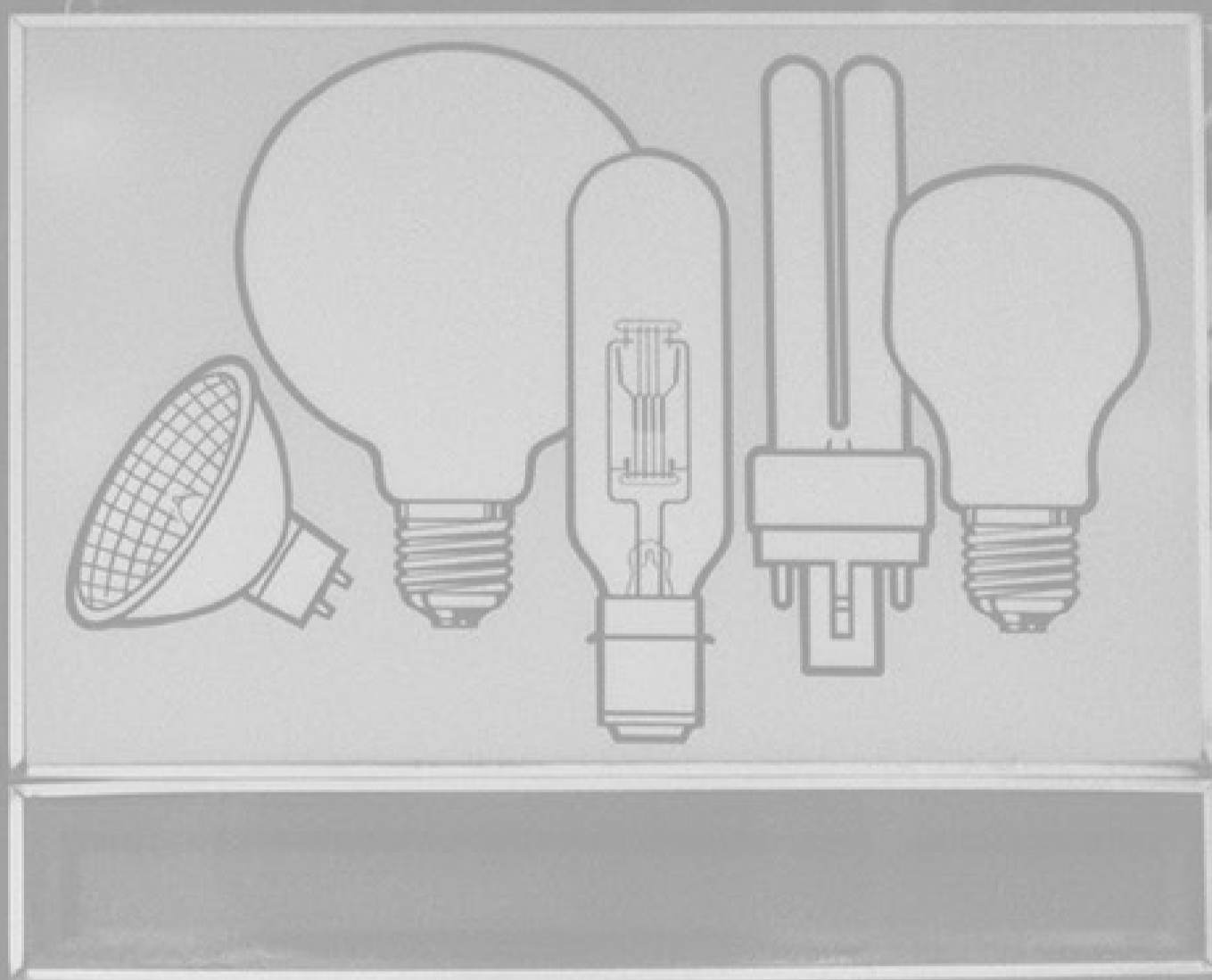
\$7.50 / \$15

D1 - SOCKS

100260156

BLACK, WHITE





ACCESSORIES



TBSR
TBSR
TBSR

BIG BOY BELT

100050026

BLACK

\$14 / \$28

D1 - ACCESSORIES



BIG BOY BELT

100050026

HOT SAUCE, ORCHID

\$14 / \$28



BOLD COW BELT

100050032

COW PRINT

\$20 / \$40

D1 - ACCESSORIES



BOLD COW TRI FOLD WALLET

100310118

COW PRINT

\$20 / \$40



THE CURE SCARF

100240017

BLACK

\$37.50 / \$75

D1 - ACCESSORIES



THE CURE GLOVES

100330008

BLACK

\$32.50 / \$65

