



OBEY

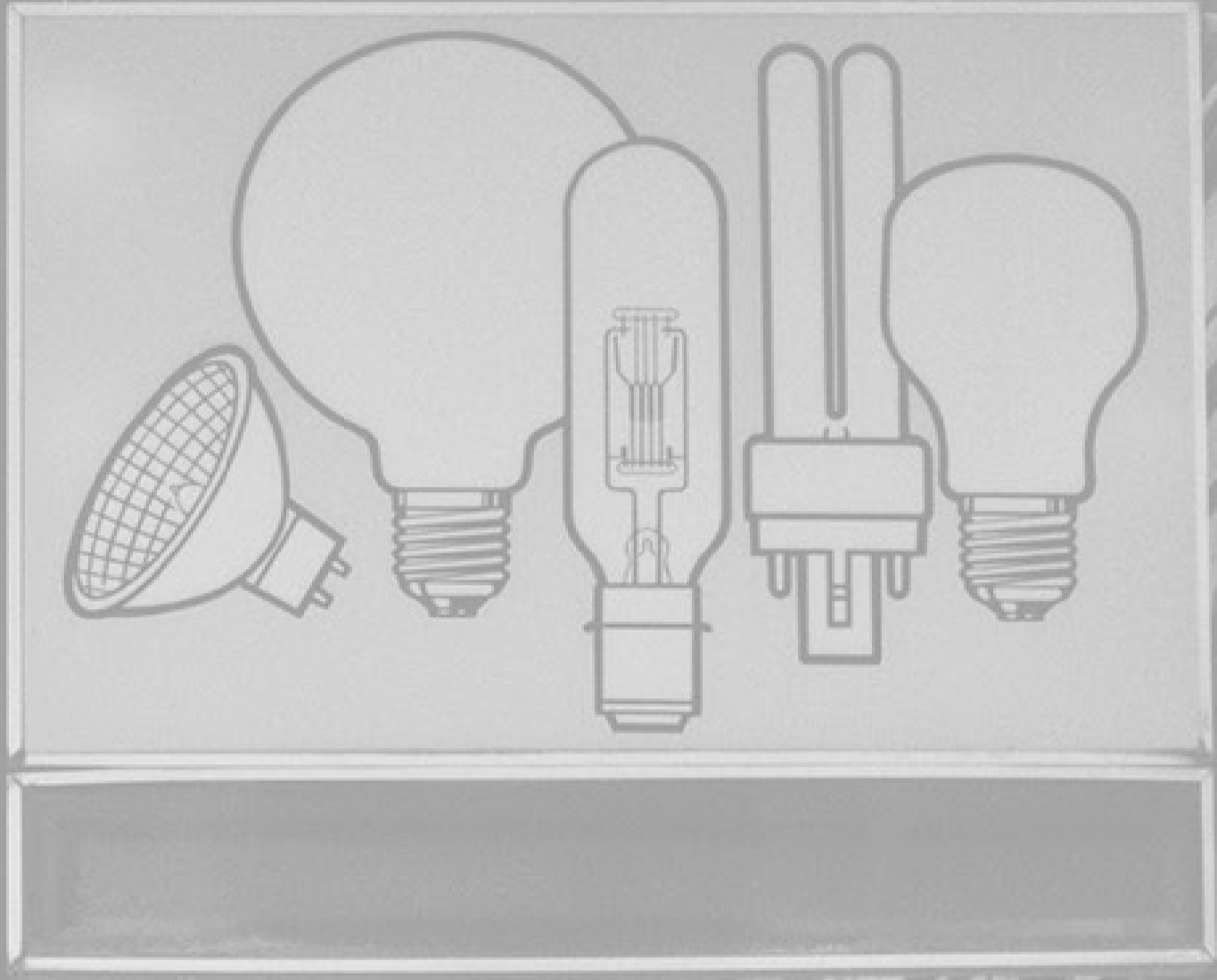
FALL 2021
WOMENS COLLECTION

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.



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WWW.OBEYCLOTHING.COM
WWW.OBEYGIANT.COM



ACCESSORIES



TBSR
Technische Betriebsstelle
für
Sicherheitsüberwachung

SAL BUCKET HAT

\$25 / \$50

D1 - ACCESSORIES

200520009

BLACK COW PRINT



SAL BUCKET HAT

\$25 / \$50

200520009

BROWN COW PRINT



SHERPA BUCKET HAT

\$25 / \$50

D1 - ACCESSORIES

200520008

PUTTY PINK



SHERPA BUCKET HAT

\$25 / \$50

200520008

BLACK / MINT



VIRGIL BEANIE
200030116
BLACK, GINGER

\$15 / \$30

D1 - ACCESSORIES



VIRGIL BEANIE
200030116
ORCHID, PUTTY PINK

\$15 / \$30



CLUSTER BEANIE

200030115

SAGO

\$15 / \$30

D1 - ACCESSORIES



CLUSTER BEANIE

200030115

BLACK

\$15 / \$30



COOP SOCK

\$7.50 / \$15

D1 - ACCESSORIES

200260070

WHITE / BLACK, WHITE LEAF



COOP SOCK

\$7.50 / \$15

200260070

WHITE / ORCHID



CORDUROY PVC TOTE BAG

\$42.50 / \$85

D1 - ACCESSORIES

100010143

MULTI



DROP OUT WAISTPACK

\$22.50 / \$45

200010162

BLACK, LEAF



BIG BOY BELT

100050026

BLACK

\$14 / \$28

D1 - ACCESSORIES



BIG BOY BELT

100050026

HOT SAUCE, ORCHID

\$14 / \$28



BOLD COW BELT

\$20 / \$40

D1 - ACCESSORIES

100050032

COW PRINT



BOLD COW TRI FOLD WALLET

\$20 / \$40

100310118

COW PRINT



THE CURE SCARF

100240017

BLACK

\$37.50 / \$75

D1 - ACCESSORIES



THE CURE GLOVES

100330008

BLACK

\$32.50 / \$65

