

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.



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



SHEPARD FAIREY

ARTIST - ACTIVIST

Shepard Fairey, founder of OBEY and OBEY Clothing, was born in Charleston, South Carolina. He received his Bachelor of Fine Arts in Illustration at the Rhode Island School of Design in Providence, Rhode Island. In 1989 he created the "Andre the Giant has a Posse" sticker that transformed into the OBEY GIANT art campaign, with imagery that has changed the way people see art and the urban landscape. After 29 years, his work has evolved into an acclaimed body of art, which includes the 2008 "Hope" portrait of Barack Obama, found at the Smithsonian's National Portrait Gallery. The artist collaborated with Amplifier in 2017 to create the We The People series recognizable during the Women's Marches and other rallies around the world in defense of national and global social justice issues.

Fairey's stickers, guerilla street art presence, and 85 plus public murals are recognizable worldwide. His works are in the permanent collections of the Museum of Modern Art (MoMA), the Victoria and Albert Museum, the Smithsonian's National Portrait Gallery, the Boston Institute of Contemporary Art, the San Francisco Museum of Modern Art, and many others.

Fairey's distinct and recognizable style is unique to him and to OBEY. His lifestyle is the catalyst for all the brand does and the center point of influence and inspiration. This section isolates his work, from his classic graphic style to fine art renderings on garments. Each season, Shepard tackles new ideas and adds his special touch that makes OBEY what it is.

We hope you enjoy.

\$31 / \$62

267292017

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS

CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

WHITE, BLACK, CREAM

XS S M L XL





OBEY

BLACK

OBEY

CREAM

D1 - SUSTAINABLE TEES

OBEY BIG BROTHER 2

267292019

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

RED, BLACK, WHITE

XS S M L XL



\$31 / \$62

The same of the sa



BLACK



WHITE

RED

\$31 / \$62

267292020

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS

CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

CREAM, BLACK, WHITE

XS S M L XL





CREAM

\$31 / \$62



BLACK



WHITE

D1 - SUSTAINABLE TEES

SOLAR POWERED

267292018

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

BLACK, SHADED SPRUCE, CREAM





BLACK



SHADED SPRUCE



CREAM

FAN THE FLAMES

263501856

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

BLACK, VINTAGE BLUE, CREAM

XS S M L XL





BLACK



VINTAGE BLUE



CREAM

D1 - ORGANIC VINTAGE TEE

OBEY BATTLE PANTHER

263501861

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE, BLACK, WHITE

XS S M L XL



\$28 / \$56





BLACK



WHITE

VINTAGE BLUE

D1 - ORGANIC VINTAGE TEE

23

OBEY RAISE THE LEVEL

263502021

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN, VINTAGE BLUE, WHITE

XS S M L XL





\$28 / \$56

DESERT SUN

\$28 / \$56



VINTAGE BLUE



WHITE

D1 - ORGANIC VINTAGE TEE

OBEY BAUHAUS FACTORY

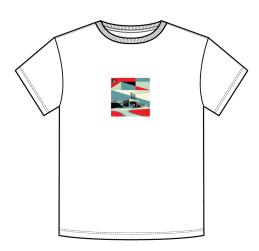
263502022

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

WHITE, BLACK, CREAM





WHITE



BLACK



CREAM

\$28 / \$56

263502023

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN, BLACK, WHITE

XS S M L XL





DESERT SUN



BLACK



WHITE

D1 - ORGANIC VINTAGE TEE

LOTUS ANGEL

263502024

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE, COPPER COIN, WHITE

XS S M L XL



\$28 / \$56



VINTAGE BLUE



COPPER COIN



WHITE

WAKE UP ROSE

\$28 / \$56

263502025

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

CREAM, VINTAGE BLUE, WHITE

XS S M L XL





VINTAGE BLUE



WHITE

D1 - ORGANIC VINTAGE TEE

ENDLESS POWER

263502026

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

WHITE, BLACK, DESERT SUN

XS S M L XL



\$28 / \$56



WHITE



BLACK



DESERT SUN

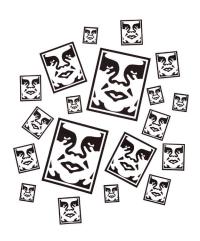
\$6.50 / \$13

100270001

DESCRIPTION: ASSORTED STICKERS FOR THE OBEY FIENDS. SPREAD IT!

ASSORTED

O/S



ASSORTED

D1 - ESSENTIALS

COVERT TO OVERT BOOK

\$45 / \$90

326000035M

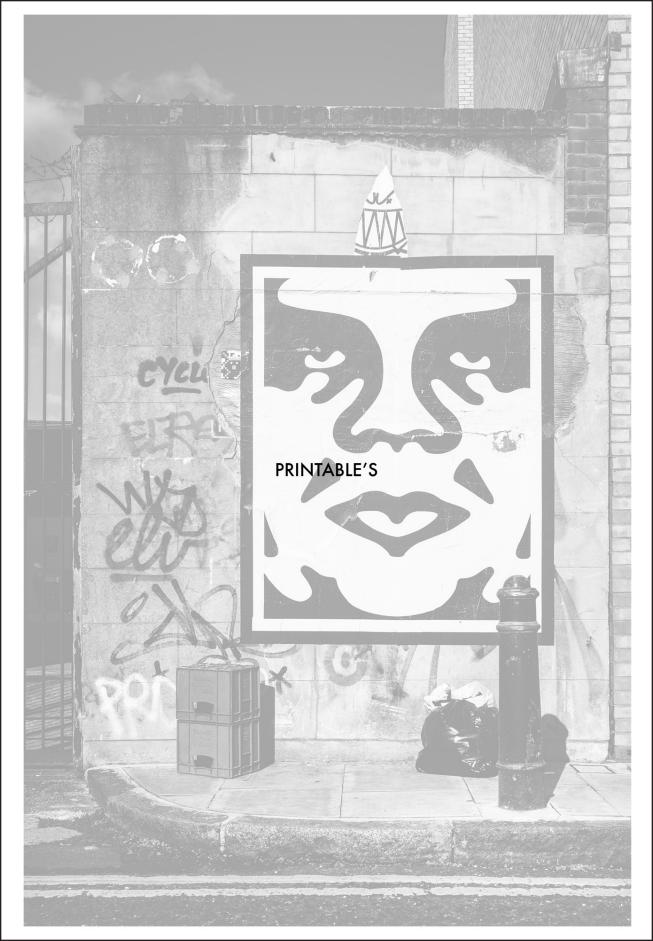
DESCRIPTION: COVERT TO OVERT SHOWCASES SHEPARD FAIREY'S EVOLUTION FROM WORKS ON PAPER TO GRANDER ART INSTALLATIONS, CROSS-CULTURAL WORKS, AND MUSIC/ART COLLABORATIONS

ASSORTED

O/S



BLACK



\$24 / \$48

267621986

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

SAGO, OFF BLACK, ORCHID

XS S M L XL





OFF BLACK



ORCHID

D1 - CUSTOM CROP TEE

OBEY PEACE SIGN

267621987

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

PUTTY PINK, WHITE, LIGHT TOFFEE

XS S M L XL

\$24 / \$48



PUTTY PINK



WHITE



LIGHT TOFFEE

\$24 / \$48

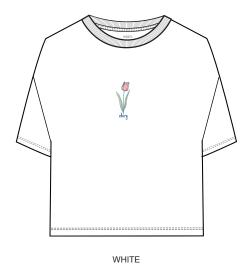
267621988

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

WHITE, PUTTY PINK, LIGHT TOFFEE

XS S M L XL



dog

PUTTY PINK



LIGHT TOFFEE

D1 - CUSTOM CROP TEE

OBEY HEART EXPLOSION

267621989

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, GINGER, SAGO

XS S M L XL

\$24 / \$48



OFF BLACK



GINGER



SAGO

\$24 / \$48

267621990

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

ORCHID, OFF BLACK, SAGO

XS S M L XL



OFF BLACK



SAGO

D1 - CUSTOM CROP TEE

OBEY TRIP

267621998

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

GINGER, SAGO, WHITE

XS S M L XL

\$24 / \$48



GINGER



SAGO



WHITE

CUSTOM CROP TEE

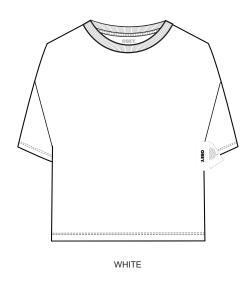
267620000

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

\$22.50 / \$45

CONTENT: 100% COTTON

XS S M L XL



D1 - CUSTOM CROP TEE



OFF BLACK

ORCHID

OBEY TAG

\$31 / \$62

267711986

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTEN: 100% COTTON

COPPER COIN TIE DYE, SPLIT PEA TIE DYE

XS S M L XL





SPLIT PEATIE DYE

COPPER COIN TIE DYE

D1 - TIE DYE CUSTOM CROP TEE

OBEY TULIP

267711988

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTEN: 100% COTTON

SPLIT PEATIE DYE, PUTTY PINK TIE DYE

XS S M L XL

\$31 / \$62



SPLIT PEA TIE DYE



PUTTY PINK TIE DYE

267710000

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTEN: 100% COTTON

XS S M L XL



SPLIT PEA TIE DYE



PINK PUTTY TIE DYE



COPPER COIN TIE DYE

D1 - TIE DYE CUSTOM CROP TEE

OBEY TAG

\$30 / \$60

267611986

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

PUTTY PINK, OFF BLACK, SAGO

XS S M L XL







OFF BLACK



SAGO

D1 - CUSTOM BOX L/S TEE

OBEY TULIP

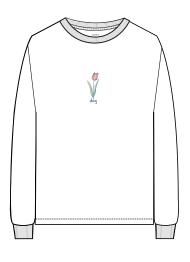
\$30 / \$60

267611988

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

WHITE, ORCHID, LIGHT TOFFEE



WHITE



ORCHID



LIGHT TOFFEE

\$30 / \$60

267611992

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

ORCHID, LIGHT TOFFEE, WHITE

XS S M L XL



ORCHID



LIGHT TOFFEE



WHITE

D1 - CUSTOM BOX L/S TEE

ONE LOVE

267611994

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, SAGO





OFF BLACK



SAGO

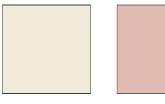
CUSTOM BOX LONGSLEEVE

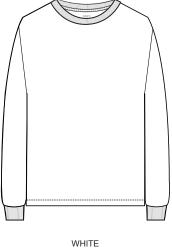
267610000

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

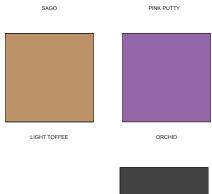
CONTENT: 100% COTTON

XS S M L XL





\$28 / \$56



OFF BLACK

D1 - CUSTOM BOX L/S TEE

\$23 / \$46

267201995

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

DESERT SUN, DARK SPRINGS, WHITE

XS S M L XL



DESERT SUN



DARK SPRINGS



WHITE

D1 - CHOICE BOX TEE

OBEY RADIANT ENERGY 2

267201996

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

PUTTY PINK, OFF BLACK, ORCHID





PUTTY PINK



OFF BLACK



ORCHID

PATRIARCHY IS OVER

267201997

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, ORCHID, SAGO

XS S M L XL







ORCHID



SAGO

D1 - CHOICE BOX TEE

ONE LOVE

267201994

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, DARK SPRINGS, PUTTY PINK

XS S M L XL



\$23 / \$46



WHITE



DARK SPRINGS



PUTTY PINK

OBEY ORCHID

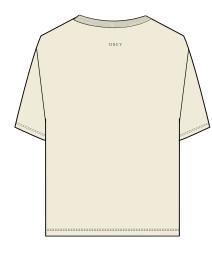
267201999

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

SAGO, PUTTY PINK, WHITE

XS S M L XL





PUTTY PINK



WHITE

D1 - CHOICE BOX TEE

STRANGE DAYS

267202000

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, DARK SPRINGS

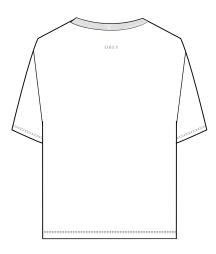
XS S M L XL

\$23 / \$46

SAGO

\$23 / \$46







DARK SRPINGS

WHITE

LOVE IS THE CURE

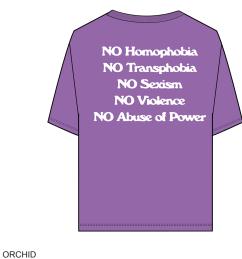
267202006

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

ORCHID, OFF BLACK, DESERT SUN

XS S M L XL



\$23 / \$46



OFF BLACK



DESERT SUN

D1 - CHOICE BOX TEE

FLOWER PACKET

267202001

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

XS S M L XL

OFF BLACK, GINGER, SAGO

\$23 / \$46







GINGER



OFF BLACK SAGO

CHOICE BOX TEE

\$22.50 / \$45

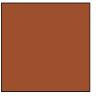
267200000

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

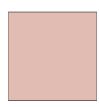
CONTENT: 100% COTTON

XS S M L XL





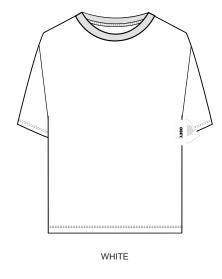
ORCHID

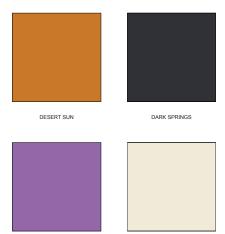


SAGO

OFF BLACK

GINGER PINK PUTTY





D1 - CHOICE BOX TEE

FLOWER PACKET

263492001

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

COPPER COIN BLOTCH, LIGHT TOFFEE BLOTCH

XS S M L XL







LIGHT TOFFEE BLOTCH

COPPER COIN BLOTCH

D1 - TIE DYE CHOICE BOX TEE

OBEY LOVE MOVEMENT

263492010

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

LIGHT TOFFEE BLOTCH, COPPER COIN BLOTCH

XS S M L XL

\$31 / \$62

\$31 / \$62







COFFER COIN BLOTCE

LIGHT TOFFEE BLOTCH

TIE DYE CHOICE BOX TEE

263490000

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

XS S M L XL





LIGHT TOFFEE BLOTCH

COPPER COIN BLOTCH

D1 - TIE DYE CHOICE BOX TEE

\$28 / \$56

\$28 / \$56

263502007

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

WHITE, OFF BLACK, VINTAGE BLUE

XS S M L XL







OFF BLACK



VINTAGE BLUE

D1 - ORGANIC VINTAGE CREW

LOVE & CHAOS

263502008

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE, DESERT SUN, WHITE





VINTAGE BLUE



DESERT SUN



WHITE

\$28 / \$56

263502009

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

COPPER COIN, VINTAGE BLUE, WHITE

XS S M L XL





COPPER COIN

WHITE



VINTAGE BLUE



WHITE

D1 - ORGANIC VINTAGE CREW

OBEY LOVE DOVE

263502011

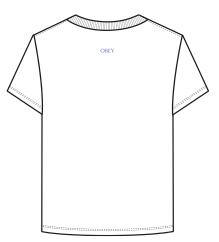
DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

WHITE, VINTAGE BLUE, PUTTY PINK

XS S M L XL





PUTTY PINK

\$28 / \$56



VINTAGE BLUE



OBEY LILATH

263502013

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK, COPPER COIN

XS S M L XL







OFF BLACK



COPPER COIN

D1 - ORGANIC VINTAGE CREW

OBEY BUTTERFLY SKETCH

263502014

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN, VINTAGE BLUE, WHITE

XS S M L XL



\$28 / \$56

\$28 / \$56





VINTAGE BLUE



DESERT SUN

WHITE

ORGANIC VINTAGE CREW

263500000

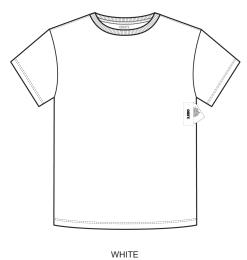
DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

\$26 / \$52

CONTENT: 100% ORGANIC COTTON

XS S M L XL





OFF BLACK VINTAGE BLUE

COPPER COIN DESERT SUN

PINK PUTTY SAGO

D1 - ORGANIC VINTAGE CREW

\$30 / \$60

263522013

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

GOOD GREY TIE DYE, PUTTY PINK TIE DYE

XS S M L XL







PUTTY PINK TIE DYE

GOOD GREY TIE DYE

\$30 / \$60

D1 - TIE DYE ORGANIC VINTAGE CREW

OBEY BUTTERFLY SKETCH

263522014

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN TIE DYE, GOOD GREY TIE DYE







GOOD GRET HE DI

DESERT SUN TIE DYE

\$28 / \$56

263520000

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

D1 - TIE DYE ORGANIC VINTAGE CREW





GOOD GREY TIE DYE



PUTTY PINK TIE DYE



DESERT SUN TIE DYE

OBEY REGAL

\$50 / \$100

217542785

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

DEEP NAVY, BLACK, HUNTER GREEN

XS S M L XL



DEEP NAVY



BLACK



HUNTER GREEN

D1 - BOX FIT HOOD

OBEY LOVE DOVE

217542011

DESCRIPTION: BOX FIT RELAXED HOODIE
CONTENT: 80% COTTON 20% POLY
GREY HEATHER, BLACK, DEEP NAVY

XS S M L XL

\$50 / \$100



GREY HEATHER



BLACK



DEEP NAVY

THE OBEY LOVE MOVEMENT

217541990

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

DEEP NAVY, GREY HEATHER, WHITE

XS S M L XL



DEEP NAVY



GREY HEATHER



WHITE

D1 - BOX FIT HOOD

OBEY TRIP

217541998

DESCRIPTION: BOX FIT RELAXED HOODIE
CONTENT: 80% COTTON 20% POLY
BLACK, HUNTER GREEN

XS S M L XL

\$50 / \$100

\$50 / \$100



BLACK



HUNTER GREEN

OBEY ORCHID

\$47.50 / \$95

217532015

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

COLUMBIA BLUE, WHITE

XS S M L XL





WHITE

COLUMBIA BLUE

D1 - BOX FIT CREW

PATRIARCHY IS OVER

217531997

DESCRIPTION: BOX FIT RELAXED CREW CONTENT: 80% COTTON 20% POLY

DEEP NAVY, BLACK

XS S M L XL

\$47.50 / \$95







BLACK

DEEP NAVY

STRANGE DAYS

217532000

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

WHITE, BLACK

XS S M L XL





BLACK

D1 - BOX FIT CREW

LOVE IS THE CURE

217532006

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

BLACK, WHITE

XS S M L XL

\$47.50 / \$95

\$47.50 / \$95





Love Is The Cure

WHITE

BLACK

OBEY TAG

\$50 / \$100

217541986

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

WHITE, BLACK, GREY HEATHER

XS S M L XL



WHITE



BLACK



GREY HEATHER

D1 - HOOK-UP SETS

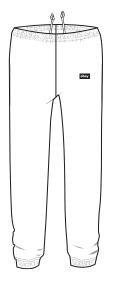
OBEY TAG

247551986

DESCRIPTION: BOX FIT RELAXED SWEATPANT CONTENT: 80% COTTON 20% POLY WHITE, BLACK, GREY HEATHER

XS S M L XL

\$50 / \$100



WHITE



BLACK



GREY HEATHER

FLOWER PACKET

217532001

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

BLACK, DEEP NAVY

XS S M L XL







DEEP NAVY

BLACK

D1 - HOOK-UP SETS

OBEY FLOWER PACKET

247552016

DESCRIPTION: BOX FIT RELAXED SWEATPANT

CONTENT: 80% COTTON 20% POLY

BLACK, DEEP NAVY

XS S M L XL

\$50 / \$100

\$47.50 / \$95





DEEP NAVY

BLACK