

YOU'RE AS



COLD AS ICE

OBEY

FALL 2022
MEN'S 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

WOBEL

NEVER TRUST
YOUR OWN EYES
BELIEVE WHAT
YOU ARE TOLD

HEADWEAR



BOLD TWILL 6 PANEL STRAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580302

BLACK



BOLD TWILL 6 PANEL STRAPBACK

\$22.50 / \$45

100580302

DARK CEDAR, BROWN SUGAR



BOLD CORD 6 PANEL STRAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580317

JADE



BOLD TWILL 6 PANEL STRAPBACK

\$22.50 / \$45

100580317

BLACK, BOMBAY BROWN



MAC 6 PANEL SNAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580311

SEPIA



MAC 6 PANEL SNAPBACK

\$22.50 / \$45

100580311

BLACK, DARK CEDAR



OBEY HEDGES 6 PANEL STRAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580318

IRISH CREAM



OBEY HEDGES 6 PANEL STRAPBACK

\$22.50 / \$45

100580318

BLACK, DARK CEDAR



MARSHALL 6 PANEL SNAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580319

IRISH CREAM MULTI

* ALSO AVAILABLE IN DARK CEDAR MULTI



DISCO DUCK 6 PANEL SNAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580325

WHITE MULTI



DISCO DUCK 6 PANEL SNAPBACK

\$22.50 / \$45

100580325

BROWN SUGAR MULTI



WORLD STAGE 6 PANEL SNAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580323

BLACK



WORLD STAGE 6 PANEL SNAPBACK

\$22.50 / \$45

100580323

UNBLEACHED MULTI



ACID CORD 6 PANEL SNAPBACK

\$22.50 / \$45

D1 -HEADWEAR

100580326

DARK CEDAR



ACID CORD 6 PANEL SNAPBACK

\$22.50 / \$45

100580326

BLACK



WARLOCK 6 PANEL STRAPBACK

\$22.50 / \$45

D1-HEADWEAR

100580324

BLACK



WARLOCK 6 PANEL STRAPBACK

\$22.50 / \$45

100580324

DARK CEDAR



OBEY BOLD SABRE CAMP CAP

\$22.50 / \$45

D1 -HEADWEAR

100490099

DIGITAL VIOLET



OBEY BOLD SABRE CAMP CAP

\$22.50 / \$45

100490099

BLACK, JADE



OBEY TUSCANY CAMP CAP

\$22.50 / \$45

D1 -HEADWEAR

100490100

BLACK MULTI



OBEY TUSCANY CAMP CAP

\$22.50 / \$45

100490100

KHAKI MULTI



BOLD TWILL BUCKET HAT

\$25 / \$50

D1 -HEADWEAR

100520055

LILAC CHALK, . BLACK



BOLD TWILL BUCKET HAT

\$25 / \$50

100520055

BROWN SUGAR, DARK CEDAR



MAC BUCKET HAT

\$25 / \$50

D1 -HEADWEAR

100520065

DARK CEDAR



MAC BUCKET HAT

\$25 / \$50

100520065

BLACK, SEPIA



NOVA BUCKET HAT

\$25 / \$50

D1 -HEADWEAR

100520075

BROWN SUGAR



NOVA BUCKET HAT

\$25 / \$50

100520075

DARK CEDAR



MICRO BEANIE

\$17.50 / \$35

D1 -HEADWEAR

100030125

DIGITAL VIOLET, BLACK



MICRO BEANIE

\$17.50 / \$35

100030125

BROWN SUGAR, DARK CEDAR



KARMA BEANIE

100030197

BLACK, DARK CEDAR

\$15 / \$30

D1 -HEADWEAR



KARMA BEANIE

100030197

BROWN SUGAR, DIGITAL VIOLET

\$15 / \$30



CHARLIE STRIPE BEANIE

100030200

DIGITAL VIOLET MULTI

\$15 / \$30

D1 -HEADWEAR



CHARLIE STRIPE BEANIE

100030200

LILAC CHALK MULTI

\$15 / \$30



AVAIL BEANIE

100030197

DARK CEDAR

\$15 / \$30

D1 -HEADWEAR



AVAIL BEANI

100030197

BLACK

\$15 / \$30



MAGNOLIA BEANIE

100030196

BLACK MULTI

\$15 / \$30

D1 -HEADWEAR



MAGNOLIA BEANIE

100030196

BEETROOT MULTI

\$15 / \$30



NEVER LATE BEANIE

100030194

DARK CEDAR

\$15 / \$30

D1 -HEADWEAR



NEVER LATE BEANIE

100030194

BLACK

\$15 / \$30



DAYDREAM BEANIE

100030199

DARK CEDAR

\$15 / \$30

D1-HEADWEAR



DAYDREAM BEANIE

100030199

BLACK

\$15 / \$30





BAGS

WASTED HIP BAG

100010098

BISCOTTI

\$17.50 / \$35

D1 - BAGS



WASTED HIP BAG

100010098

BLACK TWILL, FOREST GREEN

\$17.50 / \$35



COMMUTER WAIST BAG

100010126

BROWN MULTI

\$32.50 / \$65

D1 - BAGS



COMMUTER WAIST BAG

100010126

BLACK

\$32.50 / \$65



CONDITIONS TRAVELER BAG III

\$27.50 / \$55

D1 - BAGS

100010135

BLACK, DARK CEDAR



CONDITIONS TRAVELER BAG III

\$27.50 / \$55

100010135

BROWN SUGAR, DIGITAL VIOLET



TAKEOVER DAY PACK

\$47.50 / \$95

D1 - BAGS

100010120

BLACK



CONDITIONS UTILITY DAY PACK

\$52.50 / \$105

D1 - BAGS

100010139

BLACK



WANDERER BACKPACK

\$55 / \$110

D1 - BAGS

100010145

BLACK



\$27.50 / \$55



OBEY CANVAS TOTE BAG

200010194

BLACK, NATURAL

\$35 / \$70

D1 - BAGS



LEOPARD TOTE BAG

200010195

SOAP SUD MULTI, PINK CLAY MULTI

\$35 / \$70



PEDESTRIANS
BICYCLES
MOTOR-DRIVEN
CYCLES
PROHIBITED

1051
T
Going yo
Ev
OBEY OBEY OBEY OBEY

ACCESSORIES



BIG BOY WEB BELT

\$15 / \$30

D1 - ACCESSOIRES

100050026

BLACK, KHAKI, DIGITAL VIOLET



LEOPARD DRESS BELT

\$22.50 / \$45

D1 - ACCESSOIRES

100050035

LEOPARD



OBEY BOLD LOGO TRIFOLD WALLET

\$22.50 / \$45

100310120

BLACK, WHITE



SORCERER GLOVES

\$32.50 / \$65

D1 - ACCESSOIRES

100330009

BLACK

