

OBEY

HOLIDAY 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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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.

OBEY NOVEL 4

263502017

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, COPPER COIN, SAGO

XS S M L XL





\$28 / \$56

OFF BLACK



COPPER COIN



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY AK-47 LOTUS

263502077

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

OBEY AFTER HOURS

263502070

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

COPPER COIN, OFF BLACK, VINTAGE BLUE

XS S M L XL





\$28 / \$56

COPPER COIN



OFF BLACK



VINTAGE BLUE

D1 - ORGANIC VINTAGE TEE

OBEY SAND DIEGO ICON

263502071

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

SAGO, OFF BLACK, VINTAGE BLUE

XS S M L XL



\$28 / \$56



SAGO



OFF BLACK



VINTAGE BLUE

OBEY FLOWER RUBIES

263502072

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, DESERT SUN, WHITE

XS S M L XL





\$28 / \$56

OFF BLACK



DESERT SUN



D1 - ORGANIC VINTAGE TEE

OBEY RAISE THE LEVEL

263502021

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON WHITE, OFF BLACK, VINTAGE BLUE

XS S M L XL



\$28 / \$56



WHITE





VINTAGE BLUE

OBEY MILITANT PEACE 2

\$31 / \$62

267292073

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS

CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

TEAL, BLACK, WHITE

XS S M L XL





TEAL



BLACK



WHITE

D1 - SUSTAINABLE TEES

OBEY HIGH COST OF FREE SPEECH

\$31 / \$62

267292074

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS

CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

WHITE, BLACK, RED





WHITE



BLACK



RED

OBEY SAN DIEGO ICON 2

\$31 / \$62

267292075

DESCRIPTION: RECYCLED T-SHIRT MADE FROM RECYCLED YARNS

CONTENT: 58% RECYCLED COTTON 42% RECYCLED POLY

RED, BLACK, CREAM

XS S M L XL





RED



BLACK



CREAM

D1 - SUSTAINABLE TEES

OBEY NOIR WOMAN ALBUM COVER

\$31 / \$62

267292076

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





BLACK



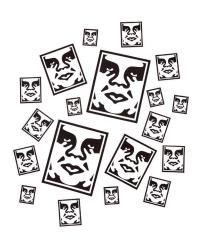
\$6.50 / \$13

100270001

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

ASSORTED

O/S



ASSORTED

D1 - ESSENTIALS

COVERT TO OVERT BOOK

\$45 / \$90

326000035M

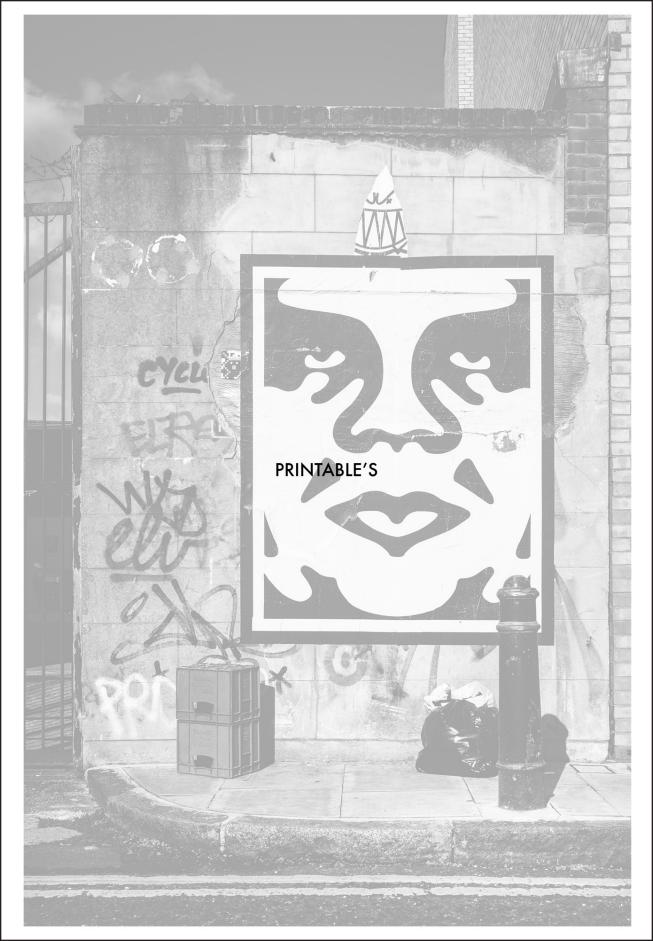
DESCRIPTION: COVERT TO OVERT SHOWCASES SHEPARD FAIREY'S EVOLUTION FROM WORKS ON PAPER TO GRANDER ART INSTALLATIONS, CROSS-CULTURAL WORKS, AND MUSIC/ART COLLABORATIONS

ASSORTED

O/S



BLACK



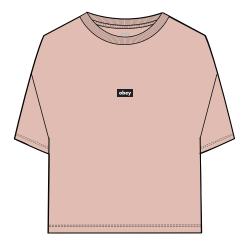
267621986

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

PUTTY PINK, GINGER, WHITE

XS S M L XL



PUTTY PINK



GINGER



WHITE

D1 - CUSTOM CROP TEE

OBEY EYES 2

267622040

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

ORCHID, OFF BLACK, SAGO





ORCHID



OFF BLACK



SAGO

267622041

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK, ORCHID

XS S M L XL



WHITE



OFF BLACK



ORCHID

D1 - CUSTOM CROP TEE

MUSHROOM FLOWER

267622042

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

GINGER, OFF BLACK, WHITE





GINGER



OFF BLACK



WHITE

267622043

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

SAGO, PUTTY PINK, WHITE

XS S M L XL



SAGO



PUTTY PINK



WHITE

D1 - CUSTOM CROP TEE

OBEY FLAMES

267622044

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

ORCHID, WHITE





ORCHID



WHITE

THE WORLD IS YOURS

267622045

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, ORCHID

XS S M L XL



\$24 / \$48



ORCHID

OFF BLACK

\$24 / \$48

D1 - CUSTOM CROP TEE

OBEY LAMB

267622046

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK, GINGER



WHITE



OFF BLACK



GINGER

267711944

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 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 VLINDER

\$31 / \$62

267712041

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

SPLIT PEATIE DYE, COPPER COIN TIE DYE



SPLIT PEATIE DYE



COPPER COIN TIE DYE

267712043

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 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

THE WORLD IS YOURS

\$31 / \$62

267712045

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

SPLIT PEATIE DYE, COPPER COIN TIE DYE



SPLIT PEA TIE DYE



COPPER COIN TIE DY

\$30 / \$60

267611944

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

ORCHID, OFF BLACK, SAGO

XS S M L XL





OFF BLACK

OBEY

SAGO

D1 - CUSTOM BOX L/S TEE

OBEY VAAS

267612047

\$30 / \$60

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK

XS S M L XL





OFF BLACE

WHITE

\$30 / \$60

267612048

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

GINGER, ORCHID, WHITE

XS S M L XL







ORCHID



WHITE

D1 - CUSTOM BOX L/S TEE

OBEY OP FLOWER

\$30 / \$60

PUTTY PINK

GINGER

267612049

DESCRIPTION: HEAVYWEIGHT RELAXED LONG SLEEVE T-SHIRT

CONTENT: 100% COTTON

PUTTY PINK, OFF BLACK, ORCHID







OFF BLACK



anous:

263451944

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

GINGER, OFF BLACK, ORCHID

XS S M L XL



\$24 / \$48



OFF BLACK



ORCHID

D1 - CHOICE BOX TEE

OBEY EYES

263451874

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

DESERT SUN, ORCHID, WHITE

XS S M L XL







ORCHID



WHITE

DESERT SUN

263452050

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

SAGO, GINGER, WHITE

XS S M L XL





GINGER



WHITE

D1 - CHOICE BOX TEE

BUTTERFLY FLEE

263452048

\$24 / \$48

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT CONTENT: 100% COTTON

PUTTY PINK, OFF BLACK, SAGO

XS S M L XL







OFF BLACK



PUTTY PINK SAGO

D1 - CHOICE BOX TEE

263452051

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, GINGER, PUTTY PINK

XS S M L XL



WHITE

\$24 / \$48



GINGER



PUTTY PINK

D1 - CHOICE BOX TEE

OBEY HUGGER

263452054

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, PUTTY PINK, WHITE



OFF BLACK



PUTTY PINK



WHITE

NO TIME

\$24 / \$48

263452055

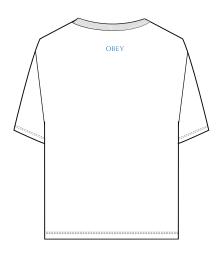
DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK

XS S M L XL







OFF BLACK

WHITE

D1 - CHOICE BOX TEE

EVERYTHING WILL BE OK

263452056

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, ORCHID

XS S M L XL









ORCHID

ANTI-HATE CAMPAIGN

\$24 / \$48

263452057

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK

XS S M L XL





OFF BLACK

WHITE

D1 - CHOICE BOX TEE

WORLD EXPLOSION

\$24 / \$48

263452058

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

ORCHID, OFF BLACK



ORCHID



OFF BLACK

OBEY BOLD 4

263491944

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

LIGHT TOFFEE BLOTCH, COPPER COIN BLOTCH

XS S M L XL



\$31 / \$62

COPPER COIN BLOTCH

LIGHT TOFFEE BLOTCH

D1 - TIE DYE CHOICE BOX TEE

BUTTERFLY FLEE 2

263492059

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT CONTENT: 100% COTTON

COPPER COIN BLOTCH, LIGHT TOFFEE BLOTCH

XS S M L XL

\$31 / \$62



COPPER COIN BLOTCH



LIGHT TOFFEE BLOTCH

NO TIME

\$31 / \$62

263492055

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

LIGHT TOFFEE BLOTCH, COPPER COIN BLOTCH

XS S M L XL





COPPER COIN BLOTCH

LIGHT TOFFEE BLOTCH

D1 - TIE DYE CHOICE BOX TEE

EVERYTHING WILL BE OK

263492056

DESCRIPTION: TIE DYED OVERSIZED BOX T-SHIRT CONTENT: 100% COTTON

COPPER COIN BLOTCH, LIGHT TOFFEE BLOTCH

XS S M L XL

\$31 / \$62



COPPER COIN BLOTCH



LIGHT TOFFEE BLOTCH

263502060

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN, VINTAGE BLUE, WHITE

XS S M L XL





DESERT SUN



VINTAGE BLUE



WHITE

D1 - ORGANIC VINTAGE CREW

HOUSE OF OBEY 2

\$28 / \$56

263502061

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

WHITE, OFF BLACK, COPPER COIN





WHITE



OFF BLACK



COPPER COIN

263502062

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK, DESERT SUN

XS S M L XL





SAGO



OFF BLACK



DESERT SUN

D1 - ORGANIC VINTAGE CREW

MUSHROOM ANIMAL

\$28 / \$56

263502063

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, COPPER COIN, WHITE





OFF BLACK



COPPER COIN



WHITE

263502064

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

COPPER COIN, SAGO

XS S M L XL







SAGO

COPPER COIN

D1 - ORGANIC VINTAGE CREW

OBEY LOVERS

\$28 / \$56

263502065

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

PUTTY PINK, WHITE

XS S M L XL







WHITE

PUTTY PINK

263502066

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, SAGO

XS S M L XL







SAGO

OFF BLACK

D1 - ORGANIC VINTAGE CREW

OBEY ON THE RUN

\$28 / \$56

263502067

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE, WHITE

XS S M L XL







WHITE

VINTAGE BLUE

\$31 / \$62

263522060

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

DESERT SUN TIE DYE, PUTTY PINK TIE DYE

XS S M L XL







PUTTY PINK TIE DYE

DESERT SUN TIE DYE

D1 - TIE DYE ORGANIC VINTAGE CREW

MUSHROOM ANIMAL

\$31 / \$62

263522063

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE TIE DYE, PUTTY PINK TIE DYE





PUTTY PINK TIE DYE

VINTAGE BLUE TIE DYE

\$31 / \$62

263522064

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

PUTTY PINK TIE DYE, VINTAGE BLUE TIE DYE

XS S M L XL







VINTAGE BLUE TIE DYE

PUTTY PINK TIE DYE

D1 - TIE DYE ORGANIC VINTAGE CREW

OBEY LOVERS

\$31 / \$62

263522065

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

VINTAGE BLUE TIE DYE, DESERT SUN TIE DYE





DESERT SUN TIE DYE

VINTAGE BLUE TIE DYE

OBEY TAG

217541986

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

WHITE, BLACK, HUNTER GREEN

XS S M L XL



\$50 / \$100

WHITE



BLACK



HUNTER GREEN

D1 - BOX FIT HOOD

OBEY OP FLOWER

217542043

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

DEEP NAVY, GREY HEATHER, WHITE

XS S M L XL

\$50 / \$100



DEEP NAVY



GREY HEATHER



WHITE

OBEY LAMB

217542046

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

BLACK, HUNTER GREEN, WHITE

XS S M L XL



\$50 / \$100

BLACK



HUNTER GREEN



WHITE

D1 - BOX FIT HOOD

OBEY BOUNTY CUBE

217542068

DESCRIPTION: BOX FIT RELAXED HOODIE

CONTENT: 80% COTTON 20% POLY

DEEP NAVY, BLACK, HUNTER GREEN, WHITE

XS S M L XL

\$50 / \$100



DEEP NAVY



BLACK



HUNTER GREEN



WHITE

OBEY TAG

217531986

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

DEEP NAVY, GREY HEATHER, WHITE

XS S M L XL



\$47.50 / \$95

DEEP NAVY



GREY HEATHER



WHITE

D1 - BOX FIT CREW

OBEY BOUNTY

217532051

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

XS S M L XL

\$47.50 / \$95



GREY HEATHER



WHITE

THE WORLD IS YOURS

217532045

DESCRIPTION: BOX FIT RELAXED CREW

CONTENT: 80% COTTON 20% POLY

WHITE, BLACK

XS S M L XL



\$47.50 / \$95



BLACK

D1 - BOX FIT CREW

EVERYTHING WILL BE OK

217532056

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

BLACK, WHITE

XS S M L XL

\$47.50 / \$95



BLACK



WHITE