



OBEEY

HOLIDAY 2022
WOMEN'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.



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OBEE AWARENESS

PLAYING FOR CHANGE

Playing For Change comprises a 501(c)3 non-profit organization, music and arts programs on four continents, and an expansive multimedia presence with a goal to unite communities via music. Born out of acclaimed documentaries *Playing for Change: A Cinematic Discovery of Street Musicians* and *Playing For Change: Peace Through Music*, GRAMMY® Award-winning music producer, engineer, and director Mark Johnson and Whitney Kroenke co-founded Playing For Change and the Playing For Change Foundation. Since 2007, the Foundation has opened 17 music and arts schools in fourteen countries, including Ghana, Nepal, Rwanda, Thailand, Bangladesh, Argentina, Morocco, Mexico, South Africa, Brazil, Mali, Costa Rica, and Uganda.

Conversation-starting content amplifies Playing For Change's message. The official PFC YouTube channel houses once-in-a-lifetime intercontinental collaborations with the likes of Bono, Keith Richards, Ringo Starr, Annie Lennox, Peter Dinklage and Robbie Robertson, tallying over 1.2 billion views to date. In 2019, Playing For Change received the Polar Music Prize. That same year, Playing For Change introduced its inaugural gala by honoring Pharrell Williams and MTV Chairman Bill Roedy. In the wake of the Global Pandemic, The United Nations, in celebration of their 75th Anniversary, sought out the Foundation to power the virtual extravaganza *Peace Through Music: A Global Event for Social Justice—200+ Musicians Unite for Peace*. Along the way, the movement has collaborated with The Bill and Melinda Gates Foundation, the Rock and Roll Hall of Fame®, Hard Rock, and numerous other tentpole organizations. Inspiring millions, this movement has preserved culture on the ground, democratized access to music education, and connected creators worldwide in unprecedented fashion.



OBEE Awareness was founded in 2007 as a way to educate and fundraise for causes and organizations ObEE supports. It is a unique program in that it constantly evolves to support important emerging issues and organizations. Each season the OBEE Clothing line features dedicated product to raise funds for these causes. All profits generated from the sale of OBEE awareness product are donated to the cause at hand. We encourage you to learn more and make a difference.

PLAYING FOR CHANGE

\$27.50 / \$55

263452285

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, ITALIAN CLAY

XS S M L XL



OFF BLACK



ITALIAN CLAY

D1 - OBEY AWARENESS - PIGMENT CHOICE BOX TEE



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 EARTH DEFENSE

\$27.50 / \$55

263502304

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, SAGO

XS S M L XL



SAGO

OFF BLACK

D1 - ORGANIC VINTAGE TEE

PEACE, HARMONY AND RESPECT

\$27.50 / \$55

263502305

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

GINGER BISCUIT, SAGO

XS S M L XL



SAGO

GINGER BISCUIT

D1 - ORGANIC VINTAGE TEE

OBEY LIFE IN RUINS

\$27.50 / \$55

263502306

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, TURQUOISE TONIC

XS S M L XL



TURQUOISE TONIC

SAGO

D1 - ORGANIC VINTAGE TEE

OBEY PEACE POWER LOTUS

\$27.50 / \$55

263502307

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

RABBITS PAW, OFF BLACK

XS S M L XL



OFF BLACK

RABBITS PAW

D1 - ORGANIC VINTAGE TEE

OBEY ANGEL DIAMOND

\$27.50 / \$55

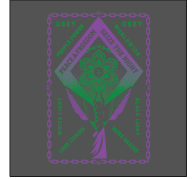
263502308

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK

XS S M L XL



OFF BLACK

SAGO

D1 - ORGANIC VINTAGE TEE

OBEY MANDALA

\$27.50 / \$55

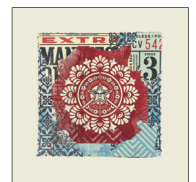
263502309

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

TURQUOISE TONIC, SAGO

XS S M L XL



SAGO

TURQUOISE TONIC

D1 - ORGANIC VINTAGE TEE

OBEY EYES OPEN BADGE

\$27.50 / \$55

263502310

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, SAGO

XS S M L XL



SAGO

OFF BLACK

D1 - ORGANIC VINTAGE TEE

JUSTICE FLOWER

\$27.50 / \$55

263502311

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

TURQUOISE TONIC, GINGER BISCUIT

XS S M L XL



GINGER BISCUIT

TURQUOISE TONIC

D1 - ORGANIC VINTAGE TEE

ICON STICKER PACK 2

100270001

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

ASSORTED

O/S



ASSORTED

D1 - ESSENTIALS

COVERT TO OVERT BOOK

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

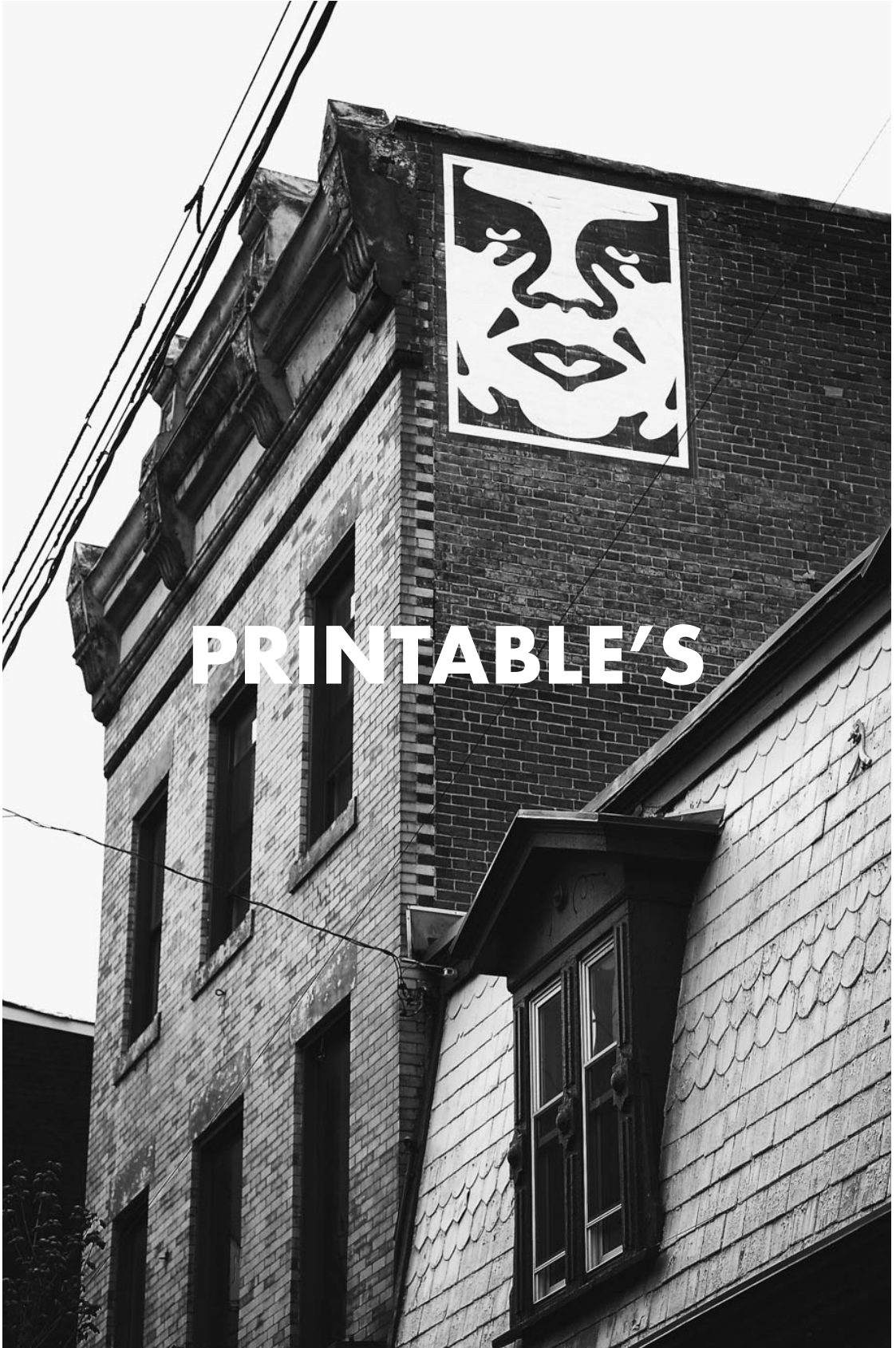


BLACK

D1 - ESSENTIALS



PRINTABLE'S



OBEY BLACK BAR

\$33 / \$66

167102615

DESCRIPTION: HEAVYWEIGHT LONG SLEEVE BOX FIT T-SHIRT

CONTENT: 100% COTTON

BOMBAY BROWN, OFF BLACK, JADE, DIGITAL VIOLET, IRISH CREAM

XS S M L XL XXL



BOMBAY BROWN

D1 - HEAVYWEIGHT LONG SLEEVE TEE



OFF BLACK



JADE



DIGITAL VIOLET



IRISH CREAM

WE CARE ALOT

\$33 / \$66

167103324

DESCRIPTION: HEAVYWEIGHT LONG SLEEVE BOX FIT T-SHIRT

CONTENT: 100% COTTON

IRISH CREAM, DIGITAL VIOLET, BOMBAY BROWN

XS S M L XL XXL



IRISH CREAM

D1 - HEAVYWEIGHT LONG SLEEVE TEE



DIGITAL VIOLET



BOMBAY BROWN

OBEY BOLD 5

\$27.50 / \$55

263752246

DESCRIPTION: CROPPED FITTED LONG SLEEVE TEE

CONTENT: 100% COTTON

SEPIA, BLACK, GOOD GREY

XS S M L XL



SEPIA



BLACK



GOOD GREY

D1 - CROPPED MIA LONG SLEEVE

OBEY BULB

\$27.50 / \$55

263753320

DESCRIPTION: CROPPED FITTED LONG SLEEVE TEE

CONTENT: 100% COTTON

IRISH CREAM, SEPIA

XS S M L XL



IRISH CREAM



SEPIA

D1 - CROPPED MIA LONG SLEEVE

OBEY WORM

\$27.50 / \$55

263762292

DESCRIPTION: CROPPED RIB FITTED LONG SLEEVE TEE WITH A LETTUCE EDGE

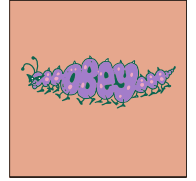
CONTENT: 100% COTTON RIB

ALGAE GREEN, FADED CITRUS

XS S M L XL



ALGAE GREEN



FADED CITRUS

D1 - CROPPED JESS RIB FITTED LONG SLEEVE

DINOSAUR VS BUTTERFLY

\$27.50 / \$55

263762294

DESCRIPTION: CROPPED RIB FITTED LONG SLEEVE TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON RIB

FADED CITRUS, DIGITAL VIOLET

XS S M L XL



FADED CITRUS



DIGITAL VIOLET

D1 - CROPPED JESS RIB FITTED LONG SLEEVE

OBEY IN CLAY

\$30 / \$60

263722296

DESCRIPTION: SPAGHETTI STRAP CROPPED TANK TOP

CONTENT: 100% COTTON

IRISH CREAM, OLIVE OIL

XS S M L XL



OLIVE OIL

IRISH CREAM

D1 - SPAGHETTI STRAP CROP

OBEY CATCH THE BUTTERFLY

\$30 / \$60

263722300

DESCRIPTION: SPAGHETTI STRAP CROPPED TANK TOP

CONTENT: 100% COTTON

SEPIA, IRISH CREAM

XS S M L XL



IRISH CREAM

SEPIA

D1 - SPAGHETTI STRAP CROP

OBEY TAG

\$25 / \$50

263731986

DESCRIPTION: FITTED RIB TANK

CONTENT: 100% COTTON RIB

OLIVE OIL, IRISH CREAM

XS S M L XL



OLIVE OIL



IRISH CREAM

D1 - RIB MEGAN TANK

OBEY FALLEN ANGELS

\$25 / \$50

263732298

DESCRIPTION: FITTED RIB TANK

CONTENT: 100% COTTON RIB

SEPIA, OLIVE OIL

XS S M L XL



SEPIA



OLIVE OIL

D1 - RIB MEGAN TANK

OBEY IN CLAY

\$26 / \$52

263742296

DESCRIPTION: CROPPED RIB FITTED TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON

UNBLEACHED, DIGITAL VIOLET, ALGAE GREEN

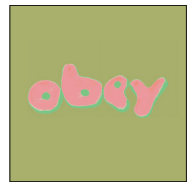
XS S M L XL



UNBLEACHED



DIGITAL VIOLET



ALGAE GREEN

D1 - CROPPED EMMA FITTED TEE

VISUAL INDUSTRIES INC

\$26 / \$52

263742297

DESCRIPTION: CROPPED RIB FITTED TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON

DIGITAL VIOLET, ALGAE GREEN, FADED CITRUS

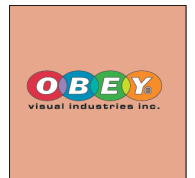
XS S M L XL



DIGITAL VIOLET



ALGAE GREEN



FADED CITRUS

D1 - CROPPED EMMA FITTED TEE

OBEY FALLEN ANGELS

\$26 / \$52

263742298

DESCRIPTION: CROPPED RIB FITTED TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON

ALGAE GREEN, DIGITAL VIOLET

XS S M L XL



ALGAE GREEN



DIGITAL VIOLET

D1 - CROPPED EMMA FITTED TEE

OBEY BULB

\$26 / \$52

263743320

DESCRIPTION: CROPPED RIB FITTED TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON

FADED CITRUS, DIGITAL VIOLET

XS S M L XL



FADED CITRUS



DIGITAL VIOLET

D1 - CROPPED EMMA FITTED TEE

OBEY RECORDS

\$26 / \$52

263742299

DESCRIPTION: CROPPED RIB FITTED TEE WITH A LETTUCE EDGE

CONTENT: 100% COTTON

ALGAE GREEN, DIGITAL VIOLET

XS S M L XL



ALGAE GREEN



DIGITAL VIOLET

D1 - CROPPED EMMA FITTED TEE

OBEY BOLD 5

\$26 / \$52

263782246

DESCRIPTION: CROPPED FITTED TEE

CONTENT: 100% COTTON

ITALIAN CLAY, LILAC CHALK, GOOD GREY

XS S M L XL



ITALIAN CLAY



LILAC CHALK



GOOD GREY

D1 - CROPPED CHLOE FITTED TEE

OBEY WORM

\$26 / \$52

263782292

DESCRIPTION: CROPPED FITTED TEE

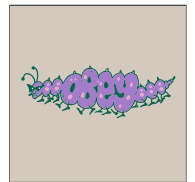
CONTENT: 100% COTTON

GOOD GREY, IRISH CREAM

XS S M L XL



GOOD GREY



IRISH CREAM

D1 - CROPPED CHLOE FITTED TEE

OBEY CIRCUS BEARS

\$26 / \$52

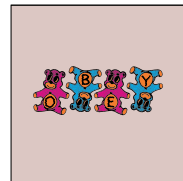
263782293

DESCRIPTION: CROPPED FITTED TEE

CONTENT: 100% COTTON

SEPIA, PINK CLAY

XS S M L XL



PINK CLAY

SEPIA

D1 - CROPPED CHLOE FITTED TEE

DINOSAUR VS BUTTERFLY

\$26 / \$52

263782294

DESCRIPTION: CROPPED FITTED TEE

CONTENT: 100% COTTON

LILAC CHALK, IRISH CREAM

XS S M L XL



IRISH CREAM

LILAC CHALK

D1 - CROPPED CHLOE FITTED TEE

OBEY WAVY DOG

\$26 / \$52

263782295

DESCRIPTION: CROPPED FITTED TEE

CONTENT: 100% COTTON

IRISH CREAM, SEPIA

XS S M L XL



IRISH CREAM



SEPIA

D1 - CROPPED CHLOE FITTED TEE

OBEY EYES 2

\$26 / \$52

267622712

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

LILAC CHALK, DIGITAL VIOLET, UNBLEACHED

XS S M L XL



LILAC CHALK



DIGITAL VIOLET



UNBLEACHED

D1 - CUSTOM CROP TEE

OBEY DINO TYPE

\$26 / \$52

267622241

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

JADE, UNBLEACHED

XS S M L XL



JADE



UNBLEACHED

D1 - CUSTOM CROP TEE

OBEY OSITOS

\$26 / \$52

267622289

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

UNBLEACHED, LILAC CHALK

XS S M L XL



LILAC CHALK

UNBLEACHED

D1 - CUSTOM CROP TEE

OBEY CLAY FROG

\$26 / \$52

267622290

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

BOMBAY BROWN, UNBLEACHED

XS S M L XL



UNBLEACHED

BOMBAY BROWN

D1 - CUSTOM CROP TEE

OBEY CAT

\$26 / \$52

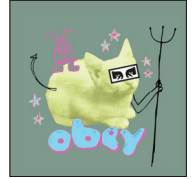
267622312

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

DIGITAL VIOLET, JADE

XS S M L XL



JADE

DIGITAL VIOLET

D1 - CUSTOM CROP TEE

OBEY BLACK BAR

\$29 / \$58

166912615

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, IRISH CREAM, BOMBAY BROWN, JADE, LILAC CHALK

XS S M L XL XXL



OFF BLACK



IRISH CREAM



BOMBAY BROWN



JADE



LILAC CHALK

D1 - HEAVYWEIGHT TEE

OBEY CITY STAR

\$29 / \$58

166913299

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

WILD MUSHROOM, DIGITAL VIOLET

XS S M L XL XXL



WILD MUSHROOM



DIGITAL VIOLET

D1 - HEAVYWEIGHT TEE

OBEY POLKA DOTS

\$29 / \$58

166913326

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

LILAC CHALK, OFF BLACK, IRISH CREAM

XS S M L XL XXL



LILAC CHALK



OFF BLACK



IRISH CREAM

D1 - HEAVYWEIGHT TEE

LOVE IS THE DRUG

\$29 / \$58

166913329

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

IRISH CREAM, OFF BLACK

XS S M L XL XXL



IRISH CREAM



OFF BLACK

D1 - HEAVYWEIGHT TEE

LIVING IN HARMONY

\$29 / \$58

166913201

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

WHITE, BOMBAY BROWN

XS S M L XL XXL



BOMBAY BROWN

WHITE

D1 - HEAVYWEIGHT TEE

OBEY CATCH THE BUTTERFLY

\$29 / \$58

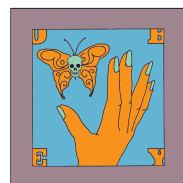
166912303

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

BOMBAY BROWN, LILAC CHALK

XS S M L XL XXL



LILAC CHALK

BOMBAY BROWN

D1 - HEAVYWEIGHT TEE

OBHEY HARDWARE DEPT.

\$29 / \$58

166913325

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

JADE, BOMBAY BROWN, DIGITAL VIOLET

XS S M L XL XXL



JADE



BOMBAY BROWN



DIGITAL VIOLET

D1 - HEAVYWEIGHT TEE

WE CARE ALOT

\$29 / \$58

166913324

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

DIGITAL VIOLET, BOMBAY BROWN, WILD MUSHROOM

XS S M L XL XXL



DIGITAL VIOLET



BOMBAY BROWN



WILD MUSHROOM

D1 - HEAVYWEIGHT TEE

OBEY TOUGH LOVE

\$29 / \$58

166912301

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, IRISH CREAM

XS S M L XL XXL



IRISH CREAM

OFF BLACK

D1 - HEAVYWEIGHT TEE

OBEY BLANKET DOODLE

\$29 / \$58

166913331

DESCRIPTION: HEAVYWEIGHT BOX FIT T-SHIRT

CONTENT: 100% COTTON

SAGO, DIGITAL VIOLET, WHITE

XS S M L XL XXL



DIGITAL VIOLET



WHITE

SAGO

D1 - HEAVYWEIGHT TEE

OBEY TAG

\$52.50 / \$105

212321986

DESCRIPTION: BASIC PULLOVER HOOD

CONTENT: 70% COTTON 30% POLYESTER

SANDSTONE, SADDLE, BLUE AQUA

XS S M L XL



SANDSTONE



SADDLE



BLUE AQUA

D1 - BASIC PULLOVER HOOD

OBEY CIRCUS BEARS

\$52.50 / \$105

212322293

DESCRIPTION: BASIC PULLOVER HOOD

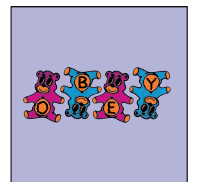
CONTENT: 70% COTTON 30% POLYESTER

DARK GREEN, LAVENDER

XS S M L XL



DARK GREEN



LAVENDER

D1 - BASIC PULLOVER HOOD

DINOSAUR VS BUTTERFLY

\$52.50 / \$105

212322294

DESCRIPTION: BASIC PULLOVER HOOD

CONTENT: 70% COTTON 30% POLYESTER

LAVENDER, DARK GREEN

XS S M L XL



LAVENDER



DARK GREEN

D1 - BASIC PULLOVER HOOD

OBHEY CLAY FROG

\$52.50 / \$105

212322290

DESCRIPTION: BASIC PULLOVER HOOD

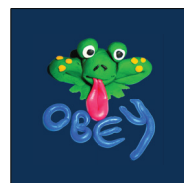
CONTENT: 70% COTTON 30% POLYESTER

SADDLE, SLATE BLUE

XS S M L XL



SADDLE



SLATE BLUE

D1 - BASIC PULLOVER HOOD

OBEY TAG

\$47.50 / \$95

211741986

DESCRIPTION: BASIC CREW FLEECE

CONTENT: 80% COTTON 20% POLYESTER

SANDSTONE, BLACK, MINT

XS S M L XL



SANDSTONE



BLACK



MINT

D1 - BASIC CREW FLEECE

OBEY TOUGH LOVE

\$47.50 / \$95

211742301

DESCRIPTION: BASIC CREW FLEECE

CONTENT: 80% COTTON 20% POLYESTER

BLACK, SANDSTONE

XS S M L XL



BLACK



SANDSTONE

D1 - BASIC CREW FLEECE

OBEY EYES

\$50 / \$100

211751874

DESCRIPTION: BASIC ZIP HOOD

CONTENT: 70% COTTON 30% POLYESTER

BLACK, NAVY

XS S M L XL



NAVY

BLACK

D1 - BASIC ZIP HOOD

OBEY HARDWARE

\$50 / \$100

211753302

DESCRIPTION: BASIC ZIP HOOD

CONTENT: 70% COTTON 30% POLYESTER

ROYAL, BLACK

XS S M L XL



BLACK

ROYAL

D1 - BASIC ZIP HOOD