



OBEY
Spring 20

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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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PHONE 949.596.8400 / FAX 949.596.8437
WWW.OBEYCLOTHING.COM
WWW.OBEYGIANT.COM

BETTER LATE THAN NEVER

THE DAMAGED TIMES

FEAR
GOSSIP
WEATHER

THE WORKER

EQUAL

No 74520

PLANET EARTH - RIGHT F#*X!! NOW!

EXTRA

NOT PASS

FASCIS

MANIFEST DENSITY

Labor F

is REN

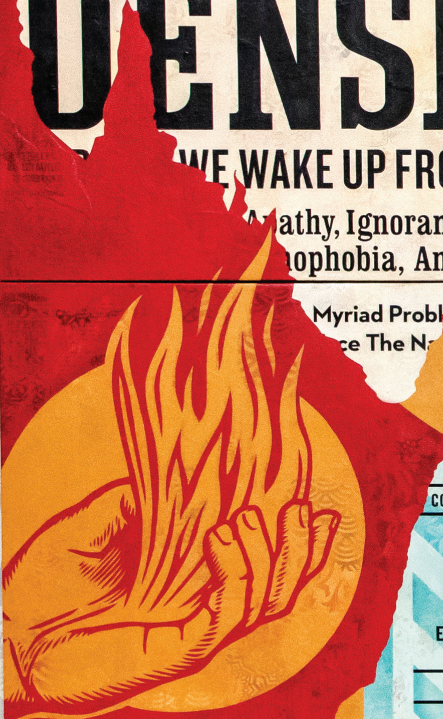
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WE WAKE UP FROM THE

Myathy, Ignorance, Se
phobia, And Rac

Myriad Problems
ce The Ne



CON-SEQUENCE NO.

OIL

EXTRACTION FUTURE

24-7-365

BAGGAGE TRANSFERRED TO THE
NEXT GENERATION

24-7-365



NEW PURCHASES

2 MUCH 2 OFTEN

CATATONIC STATE

CONSUMER TRANCE

DRINK

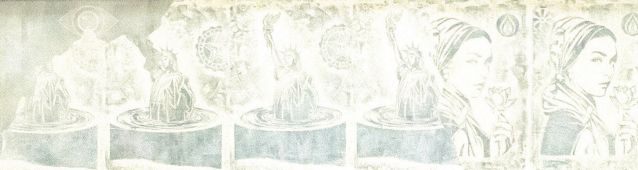
THIS BOTTLE IS YOURS TO ENJOY

JUST ANOTHER WRONG CASE OF THE

Pat

MONDE

PIANOS



Ideal Power



Sub-Standard

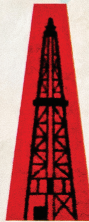
ENDLESS / POWER

CV 5420

LAND & SEA
FULL PERMISSIONS GRANTED UPON DISPLAY
OF FINANCIAL LEVERAGE AND LOBBYING PRESSURE

STAGE

3



EXTRACTION

CORPORATE PERMIT
ISSUED SUBJECT TO PAYMENT PROPER FEES
PROOF OF COMPLIANCE MUST BE SHOWN ON DEMAND



FRAGILE CARGO





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.

BUY FAIR.



BE FAIR.

FAIR TRADE





Fair Trade is a market-based approach that empowers factory workers and farmers to fight poverty, produce quality products, protect the environment and build strong thriving communities for generations to come. At the same time, Fair Trade USA's Fair Trade Certified™ label empowers you, the consumer, with the knowledge that your purchase has a positive impact on the people who sew and grow the products you love. For every OBEY Fair Trade Certified™ product sold, a percentage is paid directly to a special fund for the workers that create our goods. They decide collectively how to spend these funds based on the community's greatest needs: from scholarships and school buses, to medical care and disaster relief services.

“Social responsibility and justice have always been very important to OBEY in both message and practice. We work with manufacturers that provide a fair wage and ethical working conditions, and have now made the further step to become an official Fair Trade USA partner (www.FairTradeusa.org). Our Fair Trade Certified™ garments are produced in factories that operate against rigorous social, environmental and economic standards, where workers can do their jobs with pride and dignity. For every Fair Trade Certified product sold, workers earn more money to fight poverty and fund community development. Our hope is not only to benefit the workers of the Fair Trade factories, but to lead by example and promote the expansion of the Fair Trade apparel program.”

- Shepard Fairey



IDEALS
COLLECTION

IN THIS CATALOG YOU WILL FIND GARMENTS THAT ARE BEING BUILT SUSTAINABLY. MORE THAN JUST SUSTAINABLE RAW MATERIALS, WE CONSIDER THE SOCIAL, ENVIRONMENTAL, AND ECONOMIC IMPACT OF ITS PRODUCTION. REDUCE, REUSE, RECYCLE!

OBEY IS COMMITTED TO REDUCING ITS ENVIRONMENTAL FOOTPRINT WHEREVER POSSIBLE – FROM CHOOSING SUSTAINABLE AND SOCIALLY RESPONSIBLE MANUFACTURING TECHNIQUES TO DELIVERING OUR CLOTHING TO YOU, THE END CONSUMER. REDUCING OUR CARBON FOOTPRINT IS AN ONGOING MISSION BUT WE'RE UP FOR THE CHALLENGE, STRIVING TO CONSTANTLY IMPROVE ALONG THE WAY.



OBEYCLOTHING.COM
OBEYGiant.COM



TOPS

IDEALS ORGANIC FIELD WOVEN

- Regular fit
- L/S button up shirt with OBEY label
- 100% Organic Cotton

181200289



A.

	COLOR	S	M	L	XL	XXL
A.	ARMY					

IDEALS ORGANIC KEBLE WOVEN

- Regular fit
- L/S button up shirt with logo embroidery on chest pocket
- 100% Organic Cotton

181200287



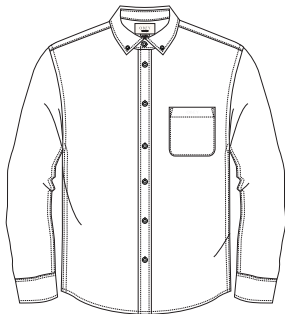
A.

	COLOR	S	M	L	XL	XXL
A.	LIGHT INDIGO					

IDEALS ORGANIC POPLIN WOVEN

- Regular fit
- L/S button up shirt with logo embroidery on chest pocket
- 100% Organic Cotton

181200288



A.

	COLOR	S	M	L	XL	XXL
A.	WHITE					

IDEALS ORGANIC NEP WOVEN

- Regular fit
- S/S button up shirt with neps
- 100% Organic Cotton

181210289



A.



B.

	COLOR	S	M	L	XL	XXL
A.	WHITE					
B.	BLACK					

IDEALS ORGANIC DAISY WOVEN

- Regular fit
- S/S button up shirt with all over daisy print
- 100% Organic Cotton

181210291



A.



B.

	COLOR	S	M	L	XL	XXL
A.	BLACK MULTI					
B.	BLUE MULTI					

IDEALS ORGANIC STRIPED WOVEN

- Regular fit
- S/S button up shirt with engineered stripes
- 100% Organic Cotton

181210290



A.



B.

	COLOR	S	M	L	XL	XXL
A.	BLACK MULTI					
B.	PINE MULTI					

TOPS

IDEALS ORGANIC HOUNDSTOOTH WOVEN

- Regular fit
- S/S button up shirt with houndstooth print
- 100% Cotton

181210292



A.

	COLOR	S	M	L	XL	XXL
A.	BLUE MULTI					
B.	BLACK MULTI					

IDEALS SUSTAINABLE STRIPE TEE SS

- Regular fit
- Recycled stripe tee with embroidery
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose

131080268



A.

B.

	COLOR	S	M	L	XL	XXL
A.	BLACK MULTI					
B.	BLUE MULTI					

IDEALS RECYCLED POCKET TEE SS

- Regular fit
- Recycled pocket tee
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose

131080271



A.

	COLOR	S	M	L	XL	XXL
A.	WHITE					
B.	ASH GREY					
C.	ROYAL BLUE					
D.	BLACK					

IDEALS ORGANIC SLUB TEE SS

- Regular fit
- Organic slub tee with contrast embroidery
- 100% Organic Cotton

131080267



A.

B.

	COLOR	S	M	L	XL	XXL
A.	BLACK					
B.	WHITE					

IDEALS ORGANIC WIDE STRIPE TEE SS

- Regular fit
- Organic cotton tee
- 100% Organic Cotton

131080269



A.

	COLOR	S	M	L	XL	XXL
A.	BLACK MULTI					
B.	EUCALYPTUS MULTI					

IDEALS ORGANIC DALE TEE SS

- Regular fit
- Multiple stripe organic tee with embroidery
- 100% Organic Cotton

131080270



A.

B.

	COLOR	S	M	L	XL	XXL
A.	YELLOW MULTI					
B.	BLUE MULTI					

FLEECE

IDEALS SUSTAINABLE HOOD

- Classic fit
- Hood pullover with OBEY embroidery
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose



112470088



	COLOR	S	M	L	XL	XXL
A.	BLACK					
B.	ASH GREY					
C.	ROYAL BLUE					
D.	WHITE					

IDEALS SUSTAINABLE CREW

- Classic fit
- Crew neck with OBEY embroidery
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose



112480073



	COLOR	S	M	L	XL	XXL
A.	ROYAL BLUE					
B.	ASH GREY					
C.	BLACK					
D.	WHITE					

IDEALS SUSTAINABLE LOGO HOOD

- Classic fit
- Hood pullover with OBEY embroidery
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose



112470089



	COLOR	S	M	L	XL	XXL
A.	ASH GREY					
B.	BLACK					
C.	ROYAL BLUE					
D.	WHITE					

IDEALS SUSTAINABLE LOGO CREW

- Classic fit
- Crew neck with OBEY embroidery
- 61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose



112480074



	COLOR	S	M	L	XL	XXL
A.	ROYAL BLUE					
B.	ASH GREY					
C.	BLACK					
D.	WHITE					

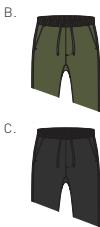
BOTTOMS

IDEALS ORGANIC TRAVELER PANT

- Relaxed fit
- Elastic waist pant
- 100% Organic Cotton



142020160



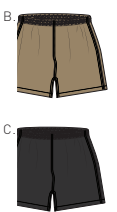
	COLOR	S	M	L	XL	XXL
A.	KHAKI					
B.	ARMY					
C.	BLACK					

IDEALS ORGANIC EASY SHORT

- Relaxed fit
- Elastic waist short
- 100% Organic Cotton



172120065



	COLOR	S	M	L	XL	XXL
A.	ARMY					
B.	KHAKI					
C.	BLACK					





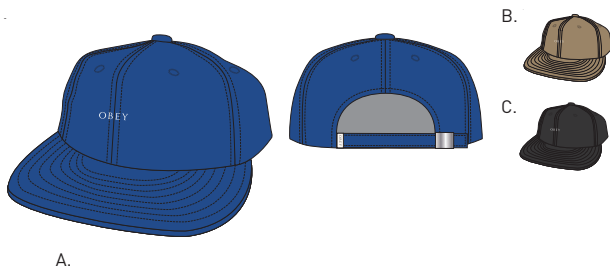
HEADWEAR

HEADWEAR

IDEALS ORGANIC 6 PANEL STRAPBACK

100580216

- Classic fit
- 6-panel cap with direct embroidery
- 100% Organic Cotton



	COLOR	O/S				
A.	ROYAL					
B.	KHAKI					
C.	BLACK					

IDEALS ORGANIC 5 PANEL HAT

100490063

- Classic fit
- 5-panel cap with extended visor and woven label
- 100% Organic Cotton



	COLOR	O/S				
A.	ARMY					
B.	BLACK					

IDEALS ORGANIC BUCKET HAT

100520032

- Classic fit
- Flat top bucket hat with direct embroidery
- 100% Organic Cotton



	COLOR	O/S				
A.	BLACK					
B.	NATURAL					

IDEALS ORGANIC BEANIE

100030160

- Classic fit
- Cuffed rib knit beanie with woven clip label
- 100% Organic Cotton



	COLOR	O/S				
A.	BLACK					
B.	WHITE					



ACCESSORIES

ACCESSORIES

IDEALS ORGANIC APRON

10040000

- Apron with OBEY artwork
- 55% Organic Cotton / 45% Recycled Polyester



A.

COLOR		O/S			
A.	NATURAL				

IDEALS STEEL WATER BOTTLE

100320001

- Stainless steel insulated waterbottle
- 17 oz bottle
- 100% Steel



A.

COLOR		O/S			
A.	SILVER				

OBEY GEOMETRIC FLOWER 2

100732238

- Large one compartment tote bag with natural webbing handle
- Features an original OBEY artwork
- 20" x 15" x 5"
- 100% Organic Cotton



A.

COLOR		O/S			
A.	NATURAL				

OBEY TORN ICON STAR

100732245

- Large one compartment tote bag with natural webbing handle
- Features an original OBEY artwork
- 20" x 15" x 5"
- 100% Organic Cotton



A.

COLOR		O/S			
A.	NATURAL				





PRINTABLES

SUSTAINABLE HOODS



111762239 SPLIT DOVE

SUSTAINABLE HOODS

Classic fit hooded fleece. Feature set in sleeves, and pouch pocket at front.
61% Recycled Cotton / 35% Recycled Polyester / 4% Recycled Viscose

OBEE GEOMETRIC FLOWER 2

111762238

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK



ROYAL BLUE



WHITE



ASH GREY

SPLIT DOVE

111762239

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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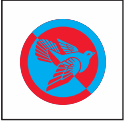
ROYAL BLUE



ASH GREY



WHITE



BLACK

OBEE ROYAL TREATMENT

111762243

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK



ASH GREY



WHITE



ROYAL BLUE

OBEE 3 FACE COLLAGE

111762244

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

ROYAL BLUE



ASH GREY



WHITE



BLACK

OBEE TORN ICON STAR

111762245

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK



ROYAL BLUE



ASH GREY



WHITE

OBEE NOIR WOMAN ICON

111762246

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

BLACK



ROYAL BLUE



WHITE



ASH GREY

SUSTAINABLE TEES

Custom short sleeve tee made with ecological yarns.

These yarns are made from sustainable cotton garments and recycled plastic bottles knit into a heavyweight jersey fabric with a dry-hand feel 52% Recycled Polyester / 48% Recycled Cotton
This ecological T-shirt:

- Saves 2,48 m2 of crop land per each kilogram of yarn produced.
- Saves 3,485 liters of water per each kilogram of yarn produced vs a conventional cotton t-shirt.
- Saves 6,77 kWh of electricity per each kilogram of yarn produced.
- Reduces 1,62 kg CO2 emissions per each kilogram of yarn produced.
- Artwork: Is screen printed with inks that are PVC and phthalate free.



OBEEY NOVEL 2 167292247

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK

OBEEY MICRO NOVEL 167292248

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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ROYAL BLUE

SUSTAINABLE TEES

Custom fit short sleeve crew neck tee with set in rib trims. Features imported recycled yarns knit into heavyweight jersey fabrication with a dry-hand feel.
52% Recycled Polyester / 48% Recycled Cotton



OBEY GEOMETRIC FLOWERS 2 167292238

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

BLACK



ROYAL BLUE



YELLOW



WHITE

SPLIT DOVE 167292239

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

BLACK



ROYAL BLUE



WHITE



YELLOW

OBEY ROYAL TREATMENT 167292243

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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ROYAL BLUE



YELLOW



WHITE



BLACK

OBEY 3 FACE COLLAGE 167292244

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK



YELLOW



WHITE



ROYAL BLUE

OBEY TORN ICON STAR 167292245

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
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BLACK



ROYAL BLUE



WHITE



YELLOW

OBEY NOIR WOMAN ICON 167292246

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

ROYAL BLUE



YELLOW



WHITE



BLACK







OBEY

www.obeyclothing.com
www.obeygiant.com