



OBEY[®] **IDEALS**

SUSTAINABLE - ORGANIC - RESPONSIBLE

SPRING 2021

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











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

OBEY[®] IDEALS

SUSTAINABLE - ORGANIC - RESPONSIBLE

Look for these icons on select clothing in store and online.
They represent conscious approaches to our production process and are important to the OBEY ethos.



This icon indicates that this garment is constructed with organic cotton. Certified organic cotton following strict regulations without the use of GMO's, harmful pesticides, or synthetic fertilizers.



This icon indicates that this garment is constructed sustainably. More than just sustainable raw materials, we consider the social, environmental, and economic impact of it's production.

Reduce, Reuse, Recycle!



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 their communities greatest needs: from scholarships and school buses, to medical care and disaster relief services.

OFFICE

IDEALS - CORE COLLECTION



MINI BOLD SUSTAINABLE TEE SS

131080277

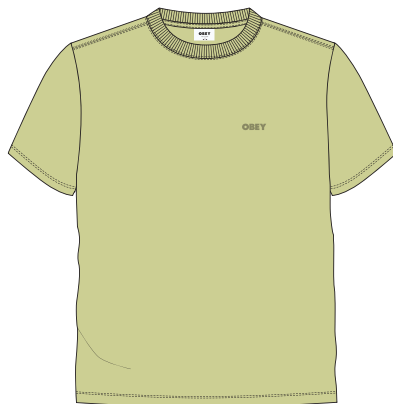
FIT: REGULAR FIT

DESCRIPTION: ORGANIC S/S TEE WITH OBEY EMBROIDERY

100% ORGANIC COTTON

SPIRULINA, BLACK, WHITE, PHEASANT, GOOD GREY

S M L XL XXL



SPIRULINA



BLACK



WHITE



PHEASANT



GOOD GREY

BOLD LABEL SUSTAINABLE THERMAL LS

131030101

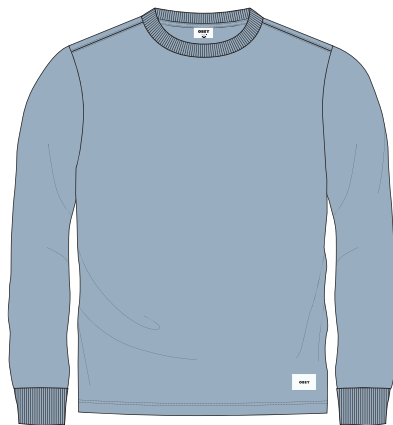
FIT: REGULAR FIT

DESCRIPTION: THERMAL TEE LS WITH OBEY LABEL

100% ORGANIC COTTON

GOOD GREY, SPIRULINA, PHEASANT

S M L XL XXL



GOOD GREY



SPIRULINA



PHEASANT

MINI BOLD SUSTAINABLE CREW

112480080

FIT: REGULAR FIT

DESCRIPTION: CREWNECK PULLOVER WITH OBEY LABEL

70% RECYCLED COTTON 30% RECYCLED POLYESTER

PHEASANT, BLACK, GOOD GREY, SPIRULINA

S M L XL XXL



PHEASANT



BLACK



GOOD GREY



SPIRULINA

MINI BOLD SUSTAINABLE HOOD

112470106

FIT: REGULAR FIT

DESCRIPTION: HOOD PULLOVER WITH OBEY EMBROIDERY

70% RECYCLED COTTON 30% RECYCLED POLYESTER

BLACK, GOOD GREY, PHEASANT, SPIRULINA

S M L XL XXL



BLACK



GOOD GREY



PHEASANT



SPIRULINA

BOLD IDEALS SUSTAINABLE CREW

112480081

FIT: REGULAR FIT

DESCRIPTION: RECYCLED CREWNECK WITH OBEY PRINT

70% RECYCLED COTTON 30% RECYCLED POLYESTER

BLUE BEAT, BLACK, GALLNUT, ASH GREY

S M L XL XXL



BLUE BEAT



BLACK



GALLNUT



ASH GREY

D-1 IDEALS - CORE COLLECTION

5

BOLD IDEALS SUSTAINABLE HOOD

112470108

FIT: REGULAR FIT

DESCRIPTION: RECYCLED HOOD PULLOVER WITH OBEY PRINT

70% RECYCLED COTTON 30% RECYCLED POLYESTER

GALLNUT, BLACK, BLUE BEAT, ASH GREY

S M L XL XXL



GALLNUT



BLACK



BLUE BEAT



ASH GREY

D-1 IDEALS - CORE COLLECTION

6

BOLD IDEALS ORGANIC TEE SS

131080283

FIT: REGULAR FIT

DESCRIPTION: ORGANIC S/S TEE WITH OBEY PRINT

100% ORGANIC COTTON

WHITE, BLACK, GALLNUT, BLUE BEAT, ASH GREY

S M L XL XXL



WHITE



BLACK



GALLNUT



BLUE BEAT



ASH GREY

STANDARD ORGANIC TEE SS 2 PACKS

131080300

FIT: REGULAR FIT

DESCRIPTION: 2 PACKS ORGANIC TEE SS WITH OBEY EMBROIDERY

100% ORGANIC COTTON

ASH GREY, BLACK, WHITE

S M L XL XXL



ASH GREY



BLACK



WHITE



IDEALS TIE DYE -
CAPSULE COLLECTION

LES HALLES
TROTTEMANT

01 46 87 47 19

SUSTAINABLE TIE DYE FLEECE CREW

112480097

FIT: REGULAR FIT

DESCRIPTION: TIE DYE CREWNECK PULLOVER WITH OBEY EMBROIDERY

70% RECYCLED COTTON 30% RECYCLED POLYESTER

PHEASANT MULTI, PURPLE NITRO MULTI

S M L XL XXL



PHEASANT MULTI



PURPLE NITRO MULTI

D-1 SUSTAINABLE ESSENTIALS

1

SUSTAINABLE TIE DYE FLEECE

112470119

FIT: REGULAR FIT

DESCRIPTION: TIE DYE HOOD PULLOVER WITH OBEY EMBROIDERY

70% RECYCLED COTTON 30% RECYCLED POLYESTER

PURPLE NITRO MULTI, PHEASANT MULTI

S M L XL XXL



PURPLE NITRO MULTI



PHEASANT MULTI

D-1 IDEALS - TIE DYE CAPSULE COLLECTION

2

SUSTAINABLE TIE DYE SWEATPANT

142030034

FIT: REGULAR FIT

DESCRIPTION: TIE DYE FLEECE SWEATPANT WITH OBEY EMBROIDERY

70% RECYCLED COTTON 30% RECYCLED POLYESTER

PURPLE NITRO MULTI, PHEASANT MULTI

S M L XL XXL



PURPLE NITRO MULTI



PHEASANT MULTI

TIE DYE WORK JACKET

121800471

FIT: REGULAR FIT

DESCRIPTION: TIE DYE ORGANIC COTTON WORK JACKET

100% ORGANIC COTTON

GOOD GREY MULTI

S M L XL XXL



GOOD GREY MULTI

D-1 IDEALS - TIE DYE CAPSULE COLLECTION

4

BOLD LABEL ORGANIC SWEATER

151000043

FIT: REGULAR FIT

DESCRIPTION: TIE DYE ORGANIC COTTON SWEATER

100% ORGANIC COTTON

GOOD GREY MULTI

S M L XL XXL



GOOD GREY MULTI

D-1 IDEALS - TIE DYE CAPSULE COLLECTION

5

TIE DYE HARDWORK CARPENTER PANT

142020181

FIT: REGULAR FIT

DESCRIPTION: TIE DYE ORGANIC CARPENTER PANT

100% ORGANIC COTTON

GOOD GREY MULTI

28 30 31 32 33 34 36 38



GOOD GREY MULTI



IDEALS - SUSTAINABLE HEADWEAR

BOLD LABEL ORGANIC SNAPBACK

100570126

FIT: CLASSIC

DESCRIPTION: CLASSIC FIT FLAT VISOR SNAPBACK W/ WOVEN LABEL

100% ORGANIC COTTON TWILL

BLACK, ALMOND, BLUE SAPPHIRE

O/S



BLACK



ALMOND



BLUE SAPPHIRE

SUSTAINABLE HEADWEAR

1

BOLD LABEL ORGANIC 6 PANEL STRAPBACK

100580256

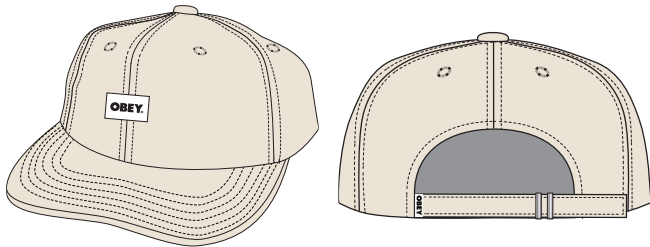
FIT: LOW PROFILE

DESCRIPTION: LOW PROFILE HEIGHT, FLAT VISOR, OBEY LABEL, AND SELF SLIDE BACK CLOSURE

100% ORGANIC COTTON TWILL

SAGO, BLACK, BLUE SAPPHIRE

O/S



SAGO



BLACK



BLUE SAPPHIRE

SUSTAINABLE HEADWEAR

2

BOLD LABEL ORGANIC 5 PANEL HAT

100490077

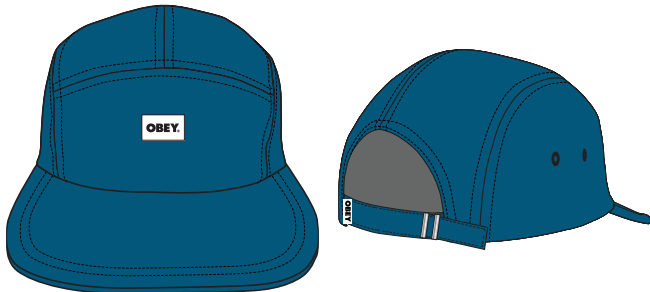
FIT: CLASSIC

DESCRIPTION: LOW PROFILE HEIGHT, FLAT LONG BILL VISOR, WOVEN LABEL, AND SELF SLIDE BACK CLOSURE

100% ORGANIC COTTON TWILL

BLUE SAPPHIRE, ALMOND, BLACK

O/S



BLUE SAPPHIRE



ALMOND



BLACK

SUSTAINABLE HEADWEAR

3

BLOCK 6 PANEL STRAPBACK

100580255

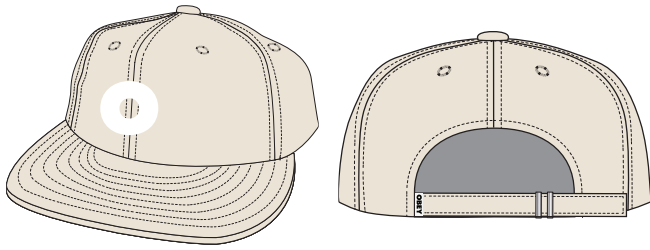
FIT: LOW PROFILE FIT

DESCRIPTION: LOW PROFILE HEIGHT, FLAT VISOR, FELT "O" ON FRONT, AND SELF SLIDE BACK CLOSURE

100% ORGANIC COTTON TWILL

SAGO, BLACK, BLUE SAPPHIRE

O/S



SAGO



BLACK



BLUE SAPPHIRE

SUSTAINABLE HEADWEAR

4

BOLD ORGANIC BUCKET HAT

100520048

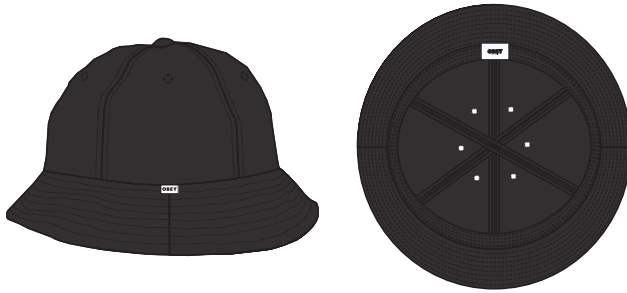
FIT: UNSTRUCTURED BELL SHAPED BUCKET HAT

DESCRIPTION: CLASSIC PROFILE HEIGHT WITH FLAT VISOR AND FLAG LABEL

100% ORGANIC COTTON TWILL

BLACK, BLUE SAPPHIRE, SAGO

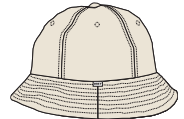
O/S



BLACK



BLUE SAPPHIRE



SAGO

SUSTAINABLE HEADWEAR

5

BOLD ORGANIC BEANIE

100030170

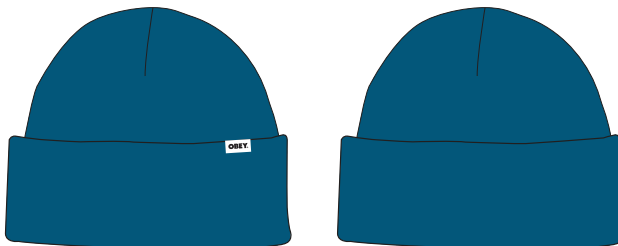
FIT: MID HEIGHT CUFFED BEANIE

DESCRIPTION: SHALLOW CUFFED BEANIE, RIBSHAKER KNIT CONSTRUCTION WITH WOVEN CLIP LABEL

100% ORGANIC COTTON TWILL

BLUE SAPPHIRE, BLACK

O/S



BLUE SAPPHIRE



BLACK

SUSTAINABLE HEADWEAR

6



ORGANIC TEE



OBEY BOLD

163002349

DESCRIPTION: 100% ORGANIC COTTON

A.I. AQUA, BLACK, GOOD GREY, PINK LIFT, PAGODA FLOWER, WHITE

S M L XL XXL



A.I. AQUA



BLACK



GOOD GREY



PINK LIFT



PAGODA FLOWER



WHITE

ORGANIC SUPERIOR TEE

1

ROUGH & READY

163002620

DESCRIPTION: 100% ORGANIC COTTON

BLACK, BLUE SAPPHIRE, OXY FIRE, WHITE

S M L XL XXL



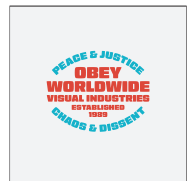
BLACK



BLUE SAPPHIRE



OXY FIRE



WHITE

ORGANIC SUPERIOR TEE

2

OBEY SUPPLY & DEMAND

163002605

DESCRIPTION: 100% ORGANIC COTTON

PINK LIFT, BLACK, BLUE SAPPHIRE, PAGODA FLOWER

S M L XL XXL



PINK LIFT



BLACK



BLUE SAPPHIRE



PAGODA FLOWER

ORGANIC SUPERIOR TEE

3

GLOBAL PEACE

163002621

DESCRIPTION: 100% ORGANIC COTTON

PAGODA FLOWER, BLACK, BLUE SAPPHIRE, WHITE

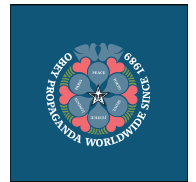
S M L XL XXL



PAGODA FLOWER



BLACK



BLUE SAPPHIRE



WHITE

ORGANIC SUPERIOR TEE

4

BE HERE NOW

163002622

DESCRIPTION: 100% ORGANIC COTTON

BLACK, A.I. AQUA, PINK LIFT, SAGO

S M L XL XXL



BLACK



A.I. AQUA



PINK LIFT



SAGO

ORGANIC SUPERIOR TEE

5

RESPECT YOUR MOTHER

163002606

DESCRIPTION: 100% ORGANIC COTTON

WHITE, BLACK, OXY FIRE, PAGODA FLOWER

S M L XL XXL



WHITE



BLACK



OXY FIRE



PAGODA FLOWER

ORGANIC SUPERIOR TEE

6

NO APATHY

163002626

DESCRIPTION: 100% ORGANIC COTTON

BLUE SAPPHIRE, BLACK, PAGODA FLOWER, WHITE

S M L XL XXL



BLUE SAPPHIRE



BLACK



PAGODA FLOWER



WHITE

ORGANIC SUPERIOR TEE

7

OBEY THE RHYTHM 2

163002393

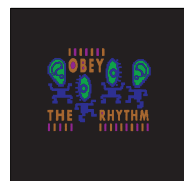
DESCRIPTION: 100% ORGANIC COTTON

PAGODA FLOWER, BLACK, A.I. AQUA, WHITE

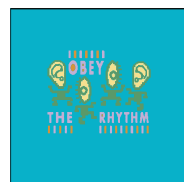
S M L XL XXL



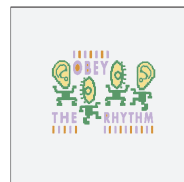
PAGODA FLOWER



BLACK



A.I. AQUA



WHITE

ORGANIC SUPERIOR TEE

8

PEACE JUSTICE EQUALITY

163002627

DESCRIPTION: 100% ORGANIC COTTON

SAGO, BLACK, NETTLE, PINK LIFT

S M L XL XXL



SAGO



BLACK



NETTLE



PINK LIFT

ORGANIC SUPERIOR TEE

9

GRASS ROOTS

163002628

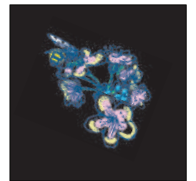
DESCRIPTION: 100% ORGANIC COTTON

WHITE, BLACK, NETTLE, SAGO

S M L XL XXL



WHITE



BLACK



NETTLE



SAGO

ORGANIC SUPERIOR TEE

10

THE HOUSE OF OBEY

163002607

DESCRIPTION :100% ORGANIC COTTON

GOOD GREY, BLACK, OXY FIRE, WHITE

S M L XL XXL



GOOD GREY



BLACK



OXY FIRE



WHITE

ORGANIC SUPERIOR TEE

11

HIGHER THAN THE SUN

163002391

DESCRIPTION :100% ORGANIC COTTON

WHITE, BLACK, BLUE SAPPHIRE, NETTLE

S M L XL XXL



WHITE



BLACK



BLUE SAPPHIRE



NETTLE

ORGANIC SUPERIOR TEE

12

OBEY SOUND STUDIO

163002630

DESCRIPTION :100% ORGANIC COTTON

WHITE, BLACK, GOOD GREY, SAGO

S M L XL XXL



WHITE



BLACK



GOOD GREY



SAGO

ORGANIC SUPERIOR TEE

13

OBEY EARTH

163002631

DESCRIPTION :100% ORGANIC COTTON

SAGO, BLACK, GOOD GREY, WHITE

S M L XL XXL



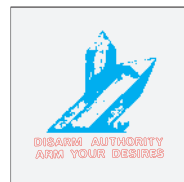
SAGO



BLACK



GOOD GREY



WHITE

ORGANIC SUPERIOR TEE

14

SUSTAINABLE TEE



NOVEL OBEY 3

167292415

DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

TURQUOISE, BLACK, RED, CREAM, WHITE

S M L XL XXL



TURQUOISE



BLACK



RED



CREAM



WHITE

SUSTAINABLE TEE

1

TRUTH IS BEAUTY

167292637

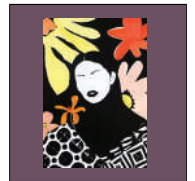
DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

BLACK, MAUVE, SHADED SPRUCE, WHITE

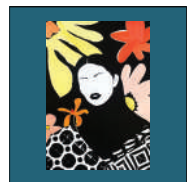
S M L XL XXL



BLACK



MAUVE



SHADED SPRUCE



WHITE

SUSTAINABLE TEE

2

FLOWER DANCE

167292635

DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

CROISSANT, BLACK, TURQUOISE, WHITE

S M L XL XXL



CROISSANT



BLACK



TURQUOISE



WHITE

SUSTAINABLE TEE

3

OBEY INTL. POWER & EQUALITY

167292636

DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

WHITE, BLACK, MAUVE, CREAM

S M L XL XXL



WHITE



BLACK



MAUVE



CREAM

SUSTAINABLE TEE

4

SPRING TIME

167292639

DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

MAUVE, BLACK, SHADED SPRUCE, WHITE

S M L XL XXL



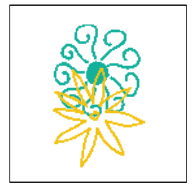
MAUVE



BLACK



SHADED SPRUCE



WHITE

SUSTAINABLE TEE

8

RIDE AWAY

167292640

DESCRIPTION: 52% RECYCLED POLY 48% RECYCLED COTTON

WHITE, BLACK, SHADED SPRUCE, CROISSANT

S M L XL XXL



WHITE



BLACK



SHADED SPRUCE



CROISSANT

SUSTAINABLE TEE

8

OBEY BOLD

163402349

DESCRIPTION: 100% ORGANIC COTTON

TRANQUILITY BLUE, BLACK, PHEASANT

S M L XL XXL



TRANQUILITY BLUE



BLACK



PHEASANT

ORGANIC SOFT CLOUDY TIE DYE TEE

1

BE HERE NOW

163402622

DESCRIPTION: 100% ORGANIC COTTON

PHEASANT, BLACK, TRANQUILITY BLUE

S M L XL XXL



PHEASANT



BLACK



TRANQUILITY BLUE

ORGANIC SOFT CLOUDY TIE DYE TEE

2

DAMAGE DONE

163402613

DESCRIPTION: 100% ORGANIC COTTON

BLACK, PHEASANT, TRANQUILITY BLUE

S M L XL XXL



BLACK



PHEASANT



TRANQUILITY BLUE

ORGANIC SOFT CLOUDY TIE DYE TEE

1

GET IN THE GROOVE

163402624

DESCRIPTION: 100% ORGANIC COTTON

PHEASANT, BLACK, TRANQUILITY BLUE

S M L XL XXL



PHEASANT



BLACK



TRANQUILITY BLUE

ORGANIC SOFT CLOUDY TIE DYE TEE

2

OBEY BOLD

163392349

DESCRIPTION: 100% ORGANIC COTTON

PHEASANT, PAGODA FLOWER, A.I. AQUA

S M L XL XXL



PHEASANT



PAGODA FLOWER



A.I. AQUA

ORGANIC OVERBLEED TIE DYE TEE

3

NO FUTURE FOR APATHY

163392594

DESCRIPTION: 100% ORGANIC COTTON

PAGODA FLOWER, PHEASANT, A.I. AQUA

S M L XL XXL



PAGODA FLOWER



PHEASANT



A.I. AQUA

ORGANIC OVERBLEED TIE DYE TEE

4

OBEY THE RHYTHM 2

163392392

DESCRIPTION: 100% ORGANIC COTTON

A.I. AQUA, PAGODA FLOWER, PHEASANT

S M L XL XXL



PAGODA FLOWER



PHEASANT

A.I. AQUA

ORGANIC OVERBLEED TIE DYE TEE

3

OBEY EARTH

163392631

DESCRIPTION: 100% ORGANIC COTTON

PAGODA FLOWER, A.I. AQUA, PHEASANT

S M L XL XXL



A.I. AQUA



PHEASANT

PAGODA FLOWER

ORGANIC OVERBLEED TIE DYE TEE

4