



OBEY

SPRING 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.



17462 VON KARMAN AVE.
IRVINE, CA 92614
U.S.A.
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WWW.OBEYCLOTHING.COM
WWW.OBEYGIANT.COM

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.

BUY FAIR.



BE FAIR.

FAIR TRADE



DROP OUT BACKPACK

\$42.50 / 85

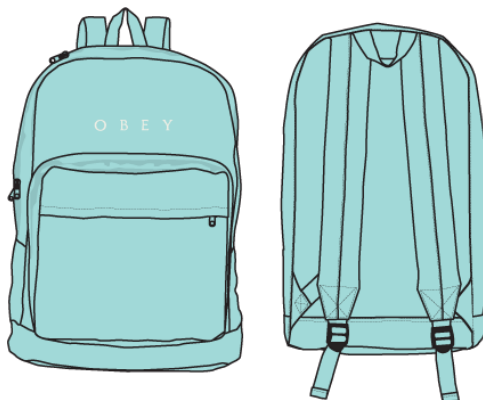
200010163

DESCRIPTION: CLASSIC BACKPACK WITH A MAIN ZIPPER COMPARTMENT AND FRONT ZIPPER POUCH COMES IN FLIGHT SATIN AND FEATURES AN OBEY EMBROIDERED LOGO

100% NYLON

BLUE TINT, BLACK

O/S



BLACK

BLUE TINT

DROP OUT WAISTPACK

\$22.50 / 45

200010162

DESCRIPTION: WAISTBACK WITH DOUBLE ZIPPER ENTRY POCKETS COMES IN FLIGHT SATIN WITH WEBBING STRAPS AND FEATURES AN OBEY EMBROIDERED LOGO

100% NYLON

BLACK, BLUE TINT

O/S



BLUE TINT

BLACK

DIVIDED CROSSBODY

200010179

100% POLYESTER

BLACK MULTI

O/S

\$25 / 50



BLACK MULTI

OZARK BACKPACK

200010193

100% COTTON

GREENLEAF, CHAMPAGNE

O/S

\$40 / 80



GREENLEAF



CHAMPAGNE

VERNON BEANIE II

\$15 / 30

200030072

DESCRIPTION: CLASSIC KNIT BEANIE IN SOLID COLORS, CUSTOM OBEY PATCH LABEL

100% ACRYLIC

IRIS, GREENLEAF, CHAMPAGNE, BLACK

O/S



IRIS



GREENLEAF



CHAMPAGNE



BLACK

KALSMAN HAT

\$20 / 40

200140140

DESCRIPTION: LOW PROFILE, UNSTRUCTURED 6-PANEL STRAPBACK BASEBALL HAT

100% COTTON

PURPLE, PINK

O/S



PURPLE



PINK

FRANKLIN BUCKET HAT

200520006

\$25 / 50

DESCRIPTION: 6 PANEL BELL SHAPE BASKET HAT WITH A PATCH

100% ACRYLIC

BVLACK, WHITE

O/S



WHITE

BLACK

LEBRA BUCKET HAT

200520007

\$25 / 50

100% POLYESTER

PEACH MULTI, BLACK MULTI

O/S



BLACK MULTI

PEACH MULTI

SLATER VISOR

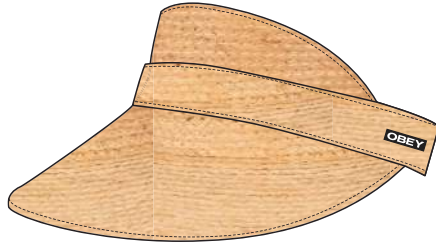
\$22.50 / 45

200540012

100% STRAW

NATURAL

O/S



NATURAL

COOP SOCK

\$7.50 / 15

200260070

DESCRIPTION: ANKLE LENGTH CREW SOCKS WITH CUSTOM OBEY ARTWORK

85% COTTON 13% POLYESTER 2% ELASTANE

WHITE/BLACK, WHITE/CHAMPAGNE, WHITE/VGREENLEAF

O/S



WHITE/BLACK



WHITE/CHAMPAGNE



WHITE/GREENLEAF

THREE GRACES SOCK

200260078

\$15 / 30

DESCRIPTION: LOW PROFILE NO SHOW SOCKS COME IN TWO-PACKS, CUSTOM OBEY JACQUARD PATTERNS

75% COTTON / 24% NYLON / 1% ELASTANE

MULTI

O/S



MULTI

MISTY SOCK

200260079

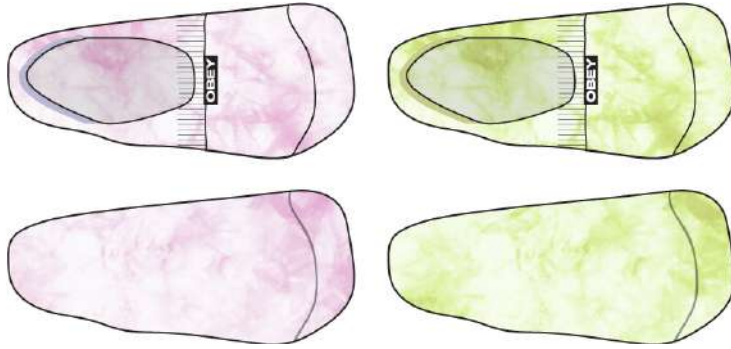
\$17.50 / 35

DESCRIPTION:

75% COTTON 24% NYLON 1% ELASTANE

MULTI

O/S



MULTI

JULIA

200551879

100% COTTON

BLACK, NATURAL

O/S

\$17.50 / 35



BLACK



NATURAL

13

IN BLOOM 2

200551934

100% COTTON

NATURAL, BLACK

O/S

\$80



NATURAL



BLACK

14

DECOUPAGE TOWEL

\$45 / 90

200060003

100% COTTON

WHITE MULTI, MULTI

O/S



WHITE MULTI



MULTI