



OBEY

SPRING 2022
MEN'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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WWW.OBEYGIANT.COM

DELIVERY ONE



MATCHING SETS

HARPER SUIT JACKET

121800493

BLACK

\$100 / \$200

D1 - MATCHING SETS

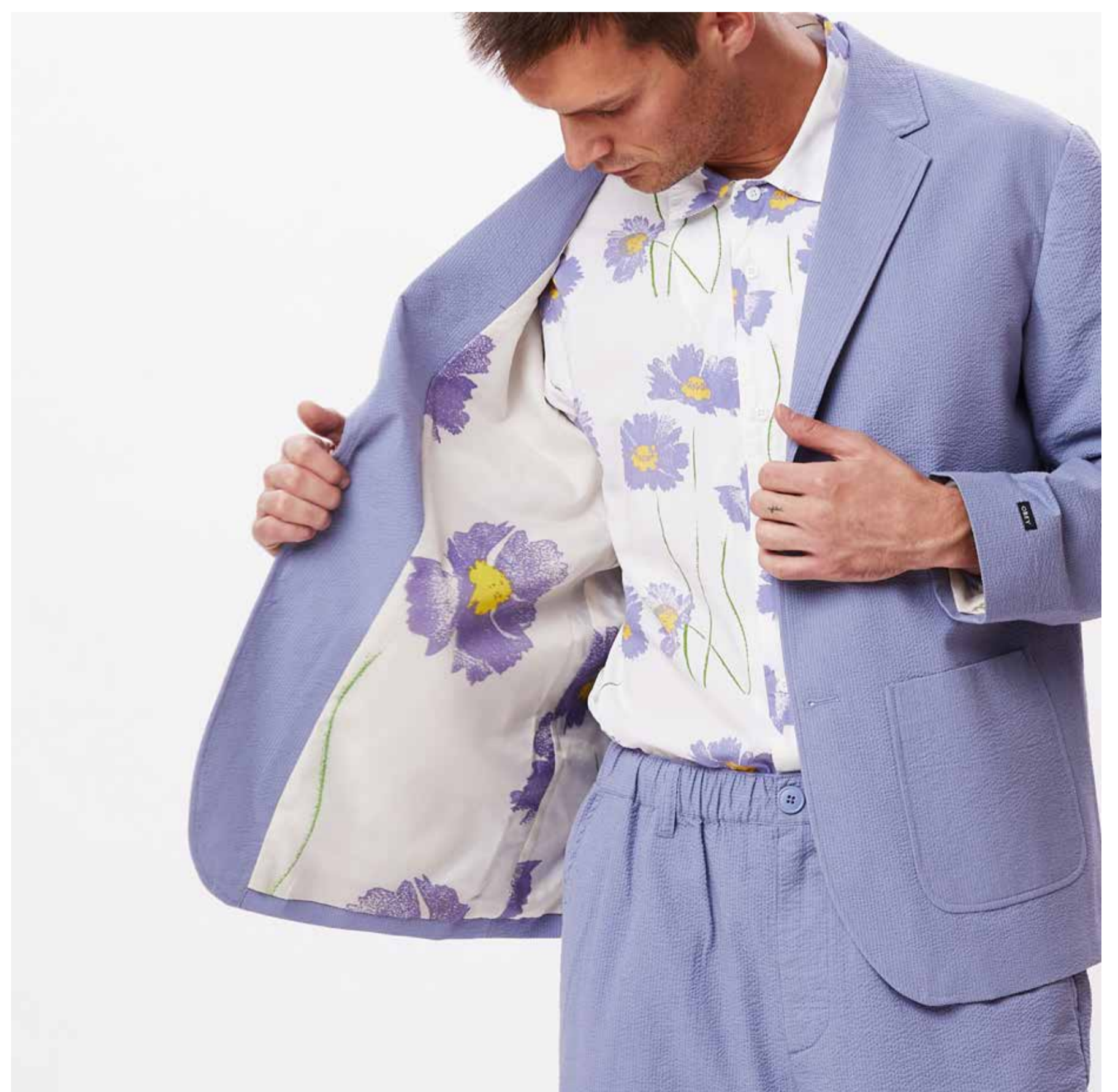


HARPER SUIT JACKET

121800493

IRIS

\$100 / \$200



HARPER PANT

142020197

BLACK

\$50 / \$100

D1 - MATCHING SETS



HARPER PANT

142020197

IRIS

\$50 / \$100



POLLEN JACKET

121800494

DAYLIGHT BLUE MULTI

\$75 / \$150

D1 - MATCHING SETS



POLLEN JACKET

121800494

UNBLEACHED MULTI

\$75 / \$150



POLLEN PANT

142020199

DAYLIGHT BLUE MULTI

\$50 / \$100

D1 - MATCHING SETS



POLLEN PANT

142020199

UNBLEACHED MULTI

\$50 / \$100



DIBBS JACKET

121800499

OLIVE OIL

\$75 / \$150

D1 - MATCHING SETS



DIBBS JACKET

121800499

LILAC CHALK

\$75 / \$150



EASY CORD PANT

142020195

OLIVE OIL

\$55 / \$110

D1 - MATCHING SETS



EASY CORD PANT

142020195

LILAC CHALK

\$55 / \$110



ESTATE JACKET

121800501

BLACK

\$75 / \$150

D1 - MATCHING SETS



ESTATE JACKET

121800501

WAVELITE, CLAY

\$75 / \$150



ESTATE PANT

142020183

BLACK

\$55 / \$110

D1 - MATCHING SETS



ESTATE PANT

142020183

WAVELITE, CLAY

\$55 / \$110



TURNER JACKET

121800502

UNBLEACHED

\$85 / \$170

D1 - MATCHING SETS



TURNER JACKET

121800502

BLACK

\$85 / \$170



TURNER PANT

142020194

UNBLEACHED

\$60 / \$120

D1 - MATCHING SETS



TURNER PANT

142020194

BLACK

\$60 / \$120





JACKETS

FISHBOWL JACKET

121800496

LAVENDER SILK MULTI

\$95 / \$190

D1 -JACKETS



FISHBOWL JACKET

121800496

BLACK MULTI

\$95 / \$190



DIGITAL REVERSIBLE JACKET

\$77.50 / \$150

D1 -JACKETS

121800495

ATLANTIC BLUE MULTI



DIGITAL REVERSIBLE JACKET

\$77.50 / \$150

121800495

GINGER BISCUIT MULTI



DISCLOSE JACKET

121800500

UNBLEACHED

\$90 / \$100

D1 -JACKETS



DISCLOSE JACKET

121800500

BLACK

\$90 / \$100



SAUCER JACKET

121800503

LEAF

\$77.50 / \$150

D1 -JACKETS



SAUCER JACKET

121800503

BLACK

\$77.50 / \$150



CHERUB JACKET

121800498

BLACK

\$100 / \$200

D1 -JACKETS



CHERUB JACKET

142020194

PURPLE PASTE

\$100 / \$200





SWEATERS

100% COTTON



ERASER SWEATER

151000051

LAVENDER SILK MULTI

\$50 / \$100

D1 -SWEATERS



ERASER SWEATER

151000051

TURQUOISE MULTI

\$50 / \$100



EFFECT SWEATER

151000058

GINGER BISCUIT

\$50 / \$100

D1 -SWEATERS



EFFECT SWEATER

151000058

IRIS FLOWER

\$50 / \$100



POPPY CARDIGAN

151010026

BLACK

\$55 / \$110

D1 -SWEATERS



POPPY CARDIGAN

151010026

CUCUMBER

\$55 / \$110



DAZED VEST

151000057

SEPIA MULTI

\$47.50 / \$95

D1 -SWEATERS



DAZED VEST

151000057

TURQUOISE MULTI

\$47.50 / \$95





TOPS

ICON LEGACY TEE LS

131030110

CUCUMBER

\$35 / \$70

D1 -TOPS



ICON LEGACY TEE LS

131030110

BLACK MULTI, LILAC CHALK

\$35 / \$70



ICON LEGACY TEE SS

131080310

LILAC CHALK

\$30 / \$60

D1 -TOPS



ICON LEGACY TEE SS

131080310

BLACK MULTI, CUCUMBER

\$30 / \$60



BOLD TIMES TEE SS

131080314

BLACK

\$30 / \$60

D1 -TOPS



BOLD TIMES TEE SS

131080314

IRIS FLOWER, PINK AMETHYST

\$30 / \$60



POINT POCKET TEE SS

131080287

ATLANTIC BLUE

\$30 / \$60

D1 -TOPS



POINT POCKET TEE SS

131080287

BLACK, WHITE

\$30 / \$60



SUNSHINE STRIPE TEE SS

131080316

PURE WATER MULTI

\$30 / \$60

D1 -TOPS



SUNSHINE STRIPE TEE SS

131080316

WAVELITE MULTI

\$30 / \$60



HIGHLAND TEE LS

131030115

PINK MULTI

\$40 / \$80

D1 -TOPS



HIGHLAND TEE LS

131030115

BLUE MULTI

\$40 / \$80



STEFANO VELOUR POLO SS

131090067

BEETROOT MULTI

\$42.50 / \$85

D1 -TOPS



STEFANO VELOUR POLO SS

131090067

CUCUMBER MULTI

\$42.50 / \$85



ADORED WOVEN

181210334

WHITE

\$47.50 / \$95

D1 -TOPS



ADORED WOVEN

181210334

CUCUMBER

\$47.50 / \$95



FRUIT BOWL WOVEN
181210339
GINGER BISCUIT MULTI

\$47.50 / \$95

D1 -TOPS



FRUIT BOWL WOVEN
181210339
WHITE MULTI

\$47.50 / \$95



HONEYCOMB WOVEN

181210340

BLACK MULTI

\$50 / \$100

D1 -TOPS



HONEYCOMB WOVEN

181210340

GOOD GREY MULTI

\$50 / \$100



REDUX WOVEN

181210346

SEAWEED GREEN MULTI

\$47.50 / \$95

D1 -TOPS



REDUX WOVEN

181210346

WHITE MULTI

\$47.50 / \$95



UNDERTONE WOVEN

181210349

GOOD GREY MULTI

\$47.50 / \$95

D1 -TOPS



UNDERTONE WOVEN

181210349

BLACK MULTI

\$47.50 / \$95



MARINO WOVEN

181210343

LAVENDER SILK MULTI

\$47.50 / \$95

D1 -TOPS



MARINO WOVEN

181210343

WHITE MULTI

\$47.50 / \$95



LEAVES WOVEN

181210341

BLACK MULTI

\$47.50 / \$95

D1 -TOPS



LEAVES WOVEN

181210341

GINGER BISCUIT MULTI

\$47.50 / \$95



BURST WOVEN

181210336

TURQUOISE TONIC MULTI

\$47.50 / \$95

D1 -TOPS



BURST WOVEN

181210336

WHITE MULTI

\$47.50 / \$95





PRIME
11

157

ESSENTIALS



OBEY BOLD 2

166912650

DEEP OCEAN, OFF BLACK

\$28 / \$56

D1 - ESSENTIALS



OBEY BOLD 2

166912650

IVY, GINGER

\$28 / \$56



OBEY BOLD 2

\$28 / \$56

D1 - ESSENTIALS

166912650

DEEP OCEAN, OFF BLACK



OBEY MICRO NOVEL

163002689

COPPER COIN, FADED BLACK

\$28 / \$56

D1 - ESSENTIALS



OBEY MICRO NOVEL

163002689

DEEP OCEAN, PURIST LILAC

\$28 / \$56



OBEY MICRO NOVEL

163002689

WHITE

\$28 / \$56

D1 - ESSENTIALS



STANDARD ORGANIC TEE SS 2 PACK

\$30 / \$60

D1 - ESSENTIALS

131080300

BLACK, WHITE



STANDARD ORGANIC TEE SS 2 PACK

\$30 / \$60

131080300

ASH GREY





OOD
T
EN
T
.COM

FLEECE



OBHEY TAB HOOD

112470161

BLACK

\$50 / \$100

D1 - SPECIALTY FLEECE



OBHEY TAB HOOD

112470161

CUCUMBER, PURPLE PASTE

\$50 / \$100



OBEY TAB CREW

112480117

PURPLE PASTE

\$45 / \$90

D1 - SPECIALTY FLEECE



OBEY TAB CREW

112480117

BLACK, CUCUMBER

\$45 / \$90



OBHEY LOWERCASE HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE

112470162

BUTTER



OBHEY LOWERCASE HOOD

\$50 / \$100

112470162

BLACK, PURPLE PASTE



OBHEY OUTLINE HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE

112470163

BLACK



OBHEY OUTLINE HOOD

\$50 / \$100

112470163

RABBITS PAW, PURPLE PASTE



OBEY SUNSHINE HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE

112470164

ASH GREY



OBEY SUNSHINE HOOD

\$50 / \$100

112470164

CUCUMBER



OBEY BOUQUET HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE

112470165

UNBLEACHED



OBEY BOUQUET HOOD

\$50 / \$100

112470165

BLACK



OBEY BOUNCE HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE

112470166

WAVELITE



OBEY BOUNCE HOOD

\$50 / \$100

112470166

BLACK



OBEY LAUGH NOW CREW

\$50 / \$100

D1 - SPECIALTY FLEECE

112480118

UNBLEACHED



OBEY LAUGH NOW CREW

\$50 / \$100

112480118

WAVELITE



OBEY BULLDOG CREW

\$45 / \$90

D1 - SPECIALTY FLEECE

112480119

BLACK



OBEY BULLDOG CREW

\$45 / \$90

112480119

ASH GREY



OBHEY GRASS CREW

112480120

RABBITS PAW

\$45 / \$90

D1 - SPECIALTY FLEECE



OBHEY GRASS CREW

112480120

PURPLE PASTE

\$45 / \$90



OBHEY TAB ZIP HOOD

112460008

BLACK

\$50 / \$100

D1 - SPECIALTY FLEECE



OBHEY TAB ZIP HOOD

112460008

RABBITS PAW

\$50 / \$100



OBEY FLASH ZIP HOOD

\$75 / \$150

D1 - SPECIALTY FLEECE

112460009

RABBITS PAW



OBEY FLASH ZIP HOOD

\$75 / \$150

112460009

BLACK



QUARTET ORGANIC CREW

112480116

NAVY MULTI

\$50 / \$100

D1 -TOPS



QUARTET ORGANIC CREW

112480116

RABBITS PAW MULTI

\$50 / \$100



LOOPER POLO LS

111620075

CUCUMBER

\$50 / \$100

D1 -TOPS



LOOPER POLO LS

111620075

PURPLE PASTE

\$50 / \$100



A black and white photograph of a city skyline. In the foreground, a building has a sign that says "ROOF TOP" and another sign that says "THE FUTURE". A water tower on a rooftop in the middle ground features a large, stylized face. The background shows several tall buildings with many windows.

FLEECE SETS

INDISCRIMINATE HOOD

\$75 / \$150

D1 - SPECIALTY FLEECE SETS

112470167

PURPLE PASTE



INDISCRIMINATE HOOD

\$75 / \$150

112470167

BLACK



INDISCRIMINATE SWEATPANT

142030041

PURPLE PASTE

\$60 / \$120

D1 - SPECIALTY FLEECE SETS



INDISCRIMINATE SWEATPANT

142030041

BLACK

\$60 / \$120



REDUX CREW

112480121

BLACK

\$60 / \$120

D1 - SPECIALTY FLEECE SETS



REDUX CREW

112480121

UNBLEACHED

\$60 / \$120



REDUX SWEATPANT

\$60 / \$120

D1 - SPECIALTY FLEECE SETS

142030042

BLACK



REDUX SWEATPANT

\$60 / \$120

142030042

UNBLEACHED





**RECYCLED
SUSTAINABLE**

BOLD RECYCLED HOOD

112470160

PIGMENT PURPLE PASTE

\$57.50 / \$115

D1 - RECYCLED SUSTAINABLE



BOLD RECYCLED HOOD

112470160

PIGMENT CUCUMBER, PIGMENT BUTTER

\$57.50 / \$115



BOLD RECYCLED CREW

112480115

PIGMENT CUCUMBER

\$50 / \$100

D1 - RECYCLED SUSTAINABLE



BOLD RECYCLED CREW

112480115

PIGMENT PURPLE PASTE, PIGMENT BUTTER

\$50 / \$100



TIMELESS RECYCLED HEAVYWEIGHT HOOD

112470159

PIGMENT TURQUOISE TONIC

\$57.50 / \$115

D1 - RECYCLED SUSTAINABLE



TIMELESS RECYCLED HEAVYWEIGHT HOOD

112470159

PIGMENT LILAC CHALK, PIGMENT RABBITS PAW

\$57.50 / \$115



TIMELESS RECYCLED HEAVYWEIGHT CREW

\$50 / \$100

D1 - RECYCLED SUSTAINABLE

112480114

PIGMENT RABBITS PAW



TIMELESS RECYCLED HEAVYWEIGHT CREW

\$50 / \$100



112480114

PIGMENT TURQUOISE TONIC, PIGMENT LILAC CHALK



A black and white photograph of a window. The window is divided into a grid of six rectangular panes. Each pane contains a stylized, high-contrast black and white illustration of a human face, focusing on the eyes, nose, and mouth. The faces are arranged in two columns and three rows. A vertical metal pole, possibly a support or part of a railing, runs along the right side of the window. The pole has some markings and a textured base. The overall scene is dimly lit, with a light source visible at the top center, creating a dramatic, high-contrast effect. The word "BOTTOMS" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

BOTTOMS

STRAGGLER PANT

142020150

SEPIA BROWN

\$45 / \$90

D1 - BOTTOMS



STRAGGLER PANT

112480105

BLACK, LEAF

\$45 / \$90



STRAGGLER FLOODED PANT

142020113

BLACK

\$45 / \$90

D1 - BOTTOMS



STRAGGLER FLOODED PANT

142020113

SEPIA BROWN, LEAF

\$45 / \$90



HUGHES TWILL PANT

142020198

DULL BLUE

\$50 / \$100

D1 - BOTTOMS



HUGHES TWILL PANT

142020198

BLACK, FIELD GREEN

\$50 / \$100



HARDWORK CARPENTER PANT

142020184

WHITE

\$50 / \$100

D1 - BOTTOMS



HARDWORK CARPENTER PANT

142020184

BLACK, LEAF

\$50 / \$100



EASY TWILL PANT

142020142

GINGER BISCUIT

\$45 / \$90

D1 - BOTTOMS



EASY TWILL PANT

142020142

BLACK, FIELD GREEN

\$45 / \$90



EASY RIPSTOP CARGO PANT

142020196

LIGHT KHAKI

\$55 / \$110

D1 - BOTTOMS



EASY RIPSTOP CARGO PANT

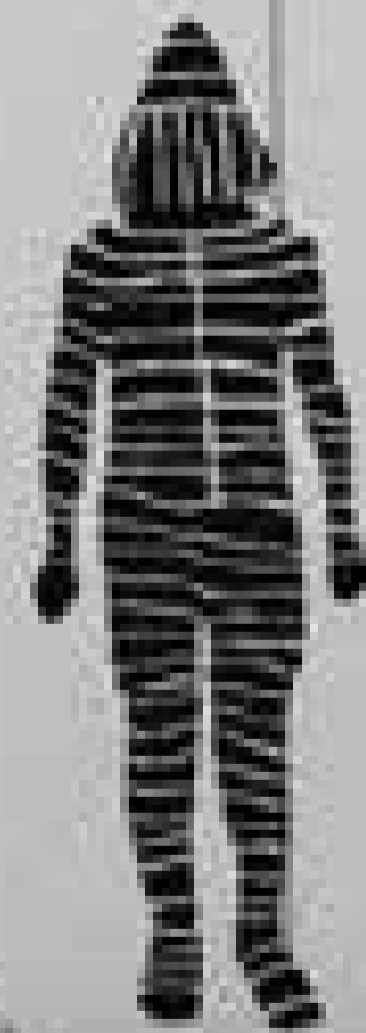
142020196

BLACK, FIELD GREEN

\$55 / \$110



DENIM COLLECTION



OBEY DREAM JACKET

121800497

LIGHT INDIGO

\$90 / \$180

D1 - DENIM COLLECTION



OBEY DREAM JACKET

121800497

DUSTY BLACK

\$90 / \$180



HARD WORK DREAMS DENIM

142010081

LIGHT INDIGO

\$60 / \$120

D1 - DENIM COLLECTION



HARD WORK DREAMS DENIM

142010081

DUSTY BLACK

\$60 / \$120



EASY DENIM PANT

142010079

LIGHT INDIGO

\$55 / \$110

D1 - DENIM COLLECTION



EASY DENIM PANT

142010079

FADED BLACK

\$55 / \$110



HARDWORK DENIM
142010077
STONEWASH INDIGO

\$55 / \$110

D1 - DENIM COLLECTION



HARDWORK DENIM
142010077
LIGHT INDIGO, BLACK

\$55 / \$110



HARDWORK CARPENTER DENIM

142010078

LIGHT INDIGO

\$57.50 / \$115

D1 - DENIM COLLECTION



HARDWORK CARPENTER DENIM

142010078

STONEWASH INDIGO

\$57.50 / \$115



BENDER DENIM

142010072

DUSTY BLACK

\$55 / \$110

D1 - DENIM COLLECTION



BENDER DENIM

142010072

STONEWASHED INDIGO, LIGHT INDIGO

\$55 / \$110



DELIVERY TWO



TOPS

GILMORE PIGMENT TEE SS

131080318

BLACK PIGMENT

\$30 / \$60

D2 - TOPS



GILMORE PIGMENT TEE SS

131080318

LILAC PIGMENT, CUCUMBER PIGMENT

\$30 / \$60



VALENCIA STRIPE TEE SS

131080315

BUTTER MULTI

\$30 / \$60

D2 - TOPS



VALENCIA STRIPE TEE SS

131080315

PURE WATER MULTI

\$30 / \$60



TRANSLATED POCKET TEE SS

\$30 / \$60

D2 - TOPS

131080317

TURQUOISE



TRANSLATED POCKET TEE SS

\$30 / \$60



131080317

IRIS



RINGSIDE TEE SS

131080320

WHITE MULTI

\$30 / \$60

D2 - TOPS



RINGSIDE TEE SS

131080320

OPAL MULTI

\$30 / \$60



UNITY JACQUARD FLOWER POLO SS

\$45 / \$90

D2 - TOPS

131090068
BEETROOT



UNITY JACQUARD FLOWER POLO SS

\$45 / \$90



131090068
CUCUMBER



REASONS WOVEN

181210345

OLIVE OIL MULTI

\$60 / \$120

D2 - TOPS



REASONS WOVEN

181210345

PINK CLAY MULTI

\$60 / \$120



PSALM WOVEN
181210344
LAVENDER SILK

\$50 / \$100

D2 - TOPS



PSALM WOVEN
181210344
WHITE

\$50 / \$100



TOWNS WOVEN

181210348

UNBLEACHED MULTI

\$55 / \$110

D2 - TOPS



TOWNS WOVEN

181210348

PINK CLAY MULTI

\$55 / \$110



BLUEBERRIES WOVEN

181210335

CUCUMBER MULTI

\$50 / \$100

D2 - TOPS



BLUEBERRIES WOVEN

181210335

WHITE MULTI

\$50 / \$100



OYSTER WOVEN

181210342

NAVY

\$50 / \$100

D2 - TOPS



OYSTER WOVEN

181210342

CLAY

\$50 / \$100



TIM WOVEN

181210347

LAVENDER SILK MULTI

\$50 / \$100

D2 - TOPS



TIM WOVEN

181210347

ATLANTIC BLUE MULTI

\$50 / \$100



FISHBOWL WOVEN

181210338

WHITE MULTI

\$50 / \$100

D2 - TOPS



FISHBOWL WOVEN

181210338

LAVENDER SILK MULTI

\$50 / \$100



DIGITAL WOVEN

181210337

ATLANTIC BLUE MULTI

\$50 / \$100

D2 - TOPS



DIGITAL WOVEN

181210337

WHITE MULTI

\$50 / \$100





SHORTS

EASY RELAXED SHORT

\$37.50 / \$75

D2 - SHORTS

172120051

BLACK



EASY RELAXED SHORT

\$37.50 / \$75

172120051

SEAWEED GREEN, AZURITE



EASY DIGITAL SHORT

172120081

GINGER BISCUIT MULTI

\$42.50 / \$85

D2 - SHORTS



EASY DIGITAL SHORT

172120081

ATLANTIC BLUE MULTI

\$42.50 / \$85



EASY FISHBOWL SHORT

172120082

LAVENDER SILK MULTI

\$42.50 / \$85

D2 - SHORTS



EASY FISHBOWL SHORT

172120082

BLACK MULTI



EASY RELAXED TRACK SHORT

\$42.50 / \$85

D2 - SHORTS

172120084

WAVELITE



EASY RELAXED TRACK SHORT

\$42.50 / \$85

172120084

BLACK



EASY NO TIME SHORT

172120083

SEPIA

\$45 / \$90

D2 - SHORTS



EASY NO TIME SHORT

172120083

BLACK

\$45 / \$90



EASY RELAXED CORDUROY SHORT

\$47.50 / \$95

D2 - SHORTS

172120080

IRIS FLOWER



EASY RELAXED CORDUROY SHORT

\$47.50 / \$95

172120080

OLIVE OIL



EASY RELAXED TWILL SHORT

\$42.50 / \$85

D2 - SHORTS

172120078

CLAY



EASY RELAXED TWILL SHORT

\$42.50 / \$85

172120078

GINGER BISCUIT, BLACK



EASY RIPSTOP CARGO SHORT

\$55 / \$110

D2 - SHORTS

172120077

FIELD GREEN



EASY RIPSTOP CARGO SHORT

\$55 / \$110

172120077

BLACK



EASY DENIM CARPENTER SHORT

\$50 / \$100

D2 - SHORTS

172120079

BLACK



EASY DENIM CARPENTER SHORT

\$50 / \$100

172120079

LIGHT INDIGO

