



OBEY

SPRING 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.

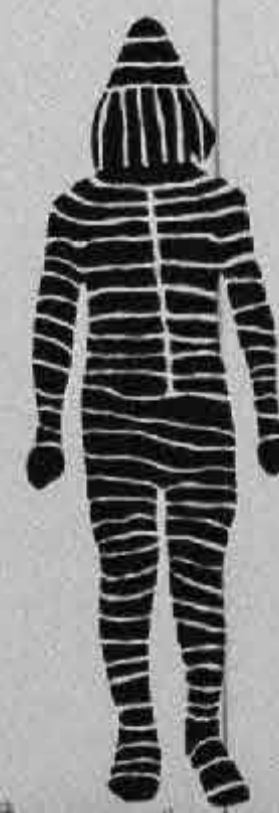
THE MEDIUM IS THE MESSAGE.



17462 VON KARMAN AVE.
IRVINE, CA 92614
U.S.A.
PHONE 949.596.8400 / FAX 949.596.8437
WWW.OBEYCLOTHING.COM
WWW.OBEYGIANT.COM



JACKETS + BOTTOMS



FLORAL CHORE JACKET

\$60 / \$120

D1 - JACKETS + BOTTOMS

221800387

BLACK MULTI



FLORAL CHORE JACKET

\$60 / \$120

221800387

WHITE MULTI



FLORAL CARPENDER PANT

\$55 / \$110

D1 - JACKETS + BOTTOMS

242020088

BLACK MULTI

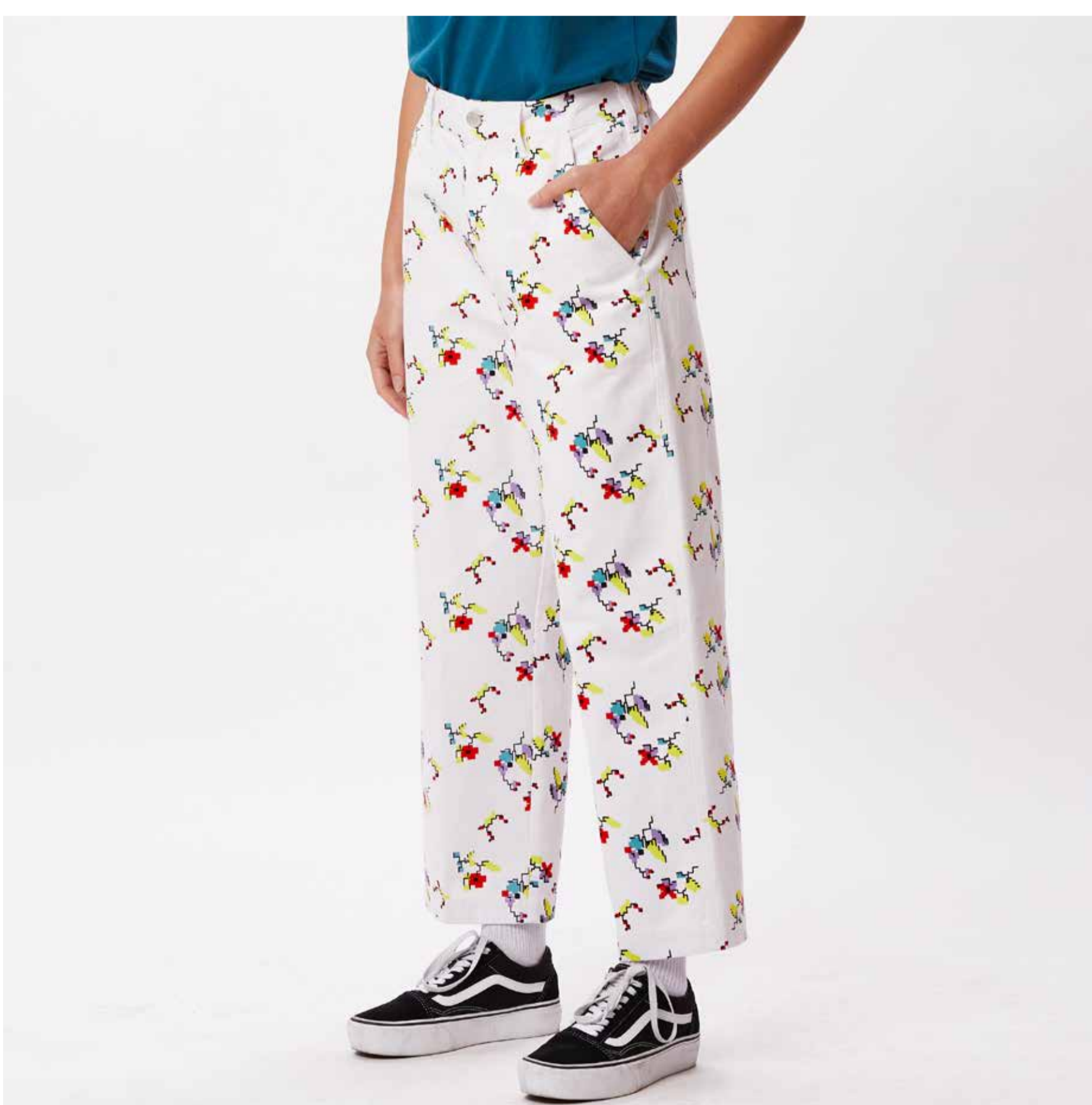


FLORAL CARPENDER PANT

\$55 / \$110

242020088

WHITE MULTI



ALTA CORDUROY JACKET

\$90 / \$180

D1 - JACKETS + BOTTOMS

221800388

PINK CLAY



ALTA CORDUROY JACKET

\$90 / \$180

221800388

OPAL



ALTA CORDUROY PANT

242000104

PINK CLAY

\$50 / \$100

D1 - JACKETS + BOTTOMS



ALTA CORDUROY PANT

242000104

OPAL

\$50 / \$100



TAYLOR DENIM JACKET

\$90 / \$180

D1 - JACKETS + BOTTOMS

221800390

BLEACHED INDIGO



TAYLOR DENIM JACKET

\$90 / \$180

221800390

DUSTY BLACK



TAYLOR DENIM PANT

\$60 / \$120

D1 - JACKETS + BOTTOMS

242010047

BLEACHED INDIGO



TAYLOR DENIM PANT

\$60 / \$120

242010047

DUSTY BLACK



TROPHY JACKET

221800389

TURQUOISE TONIC

\$85 / \$170

D1 - JACKETS + BOTTOMS



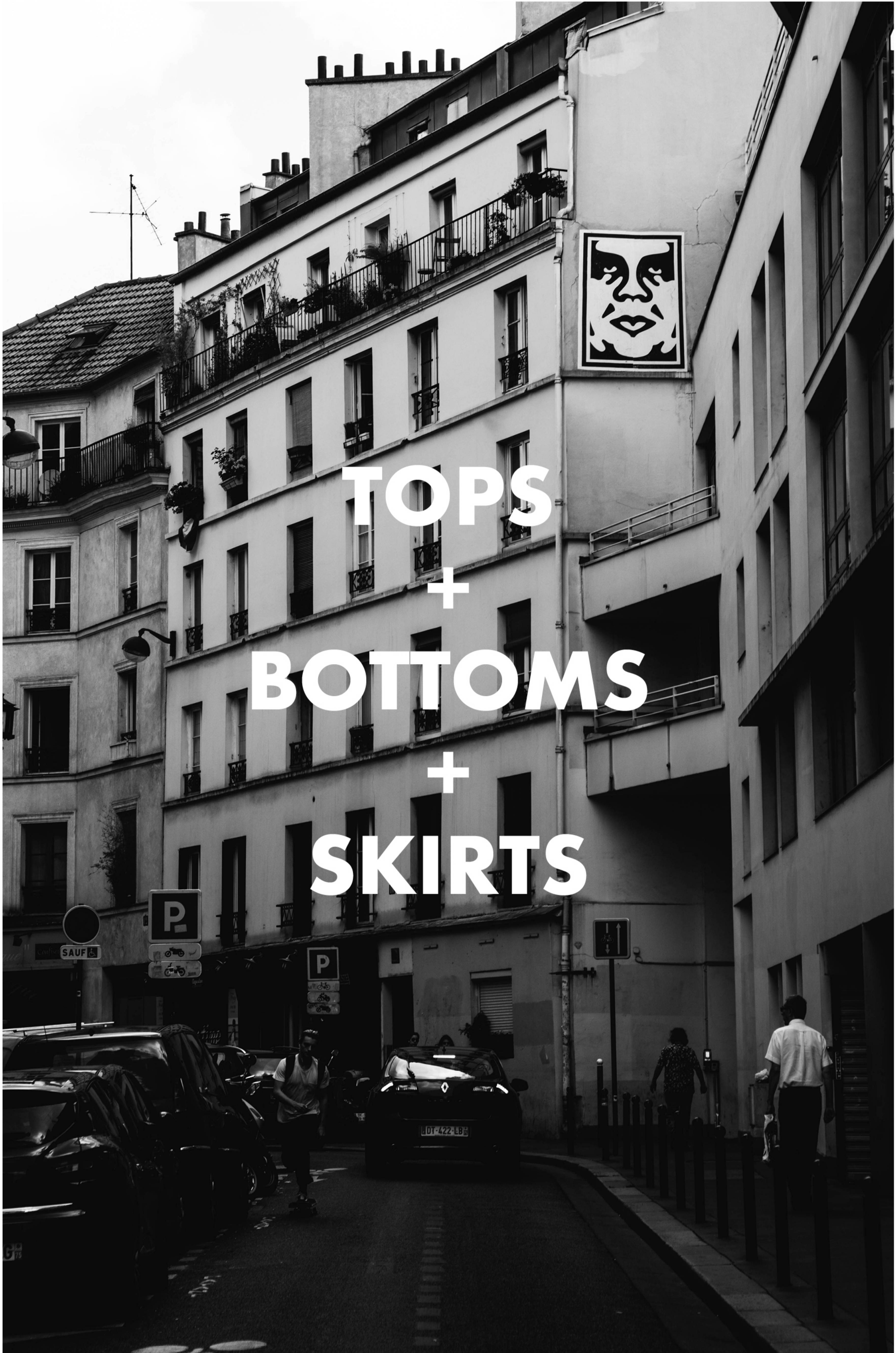
TROPHY JACKET

221800389

BLACK

\$85 / \$170





**TOPS
+
BOTTOMS
+
SKIRTS**

BLUEBERRIES RELAXED SHIRT

\$45 / \$90

D1 - TOPS + BOTTOMS + SKIRTS

281210103

BOMBAY BROWN MULTI



BLUEBERRIES RELAXED SHIRT

\$45 / \$90

281210103

WHITE MULTI



BLUEBERRIES PANT

242000108

BOMBAY BROWN MULTI

\$45 / \$90

D1 - TOPS + BOTTOMS + SKIRTS



BLUEBERRIES PANT

242000108

WHITE MULTI

\$45 / \$90



FISHBOWL RELAXED SHIRT

\$45 / \$90

D1 - TOPS + BOTTOMS + SKIRTS

281210104

LAVENDER SILK MULTI



BLUEBERRIES RELAXED SHIRT

\$45 / \$90

281210103

BLACK MULTI



FISHBOWL SHORT

272120085

LAVENDER SILK MULTI

\$40 / \$80

D1 - TOPS + BOTTOMS + SKIRTS



FISHBOWL SHORT

272120085

BLACK MULTI

\$40 / \$80



YUDO WORK SHIRT

\$45 / \$90

D1 - TOPS + BOTTOMS + SKIRTS

281210102

TURQUOISE TONIC MULTI



YUDO WORK SHIRT

\$45 / \$90

281210102

BLACK MULTI



YUDO PLAID PANT

\$55 / \$110

D1 - TOPS + BOTTOMS + SKIRTS

242000106

TURQUOISE TONIC MULTI



YUDO PLAID PANT

\$55 / \$110

242000106

BLACK MULTI



MARINO CROPPED TOP

284050023

OPAL MULTI

\$27.50 / \$55

D1 - TOPS + BOTTOMS + SKIRTS



MARINO CROPPED TOP

284050023

BOMBAY BROWN MULTI

\$27.50 / \$55



MARINO SHORT

272100048

OPAL MULTI

\$47.50 / \$95

D1 - TOPS + BOTTOMS + SKIRTS



MARINO SHORT

272100048

BOMBAY BROWN MULTI

\$47.50 / \$95



CLOT CROPPED TOP

281210105

BLACK MULTI

\$42.50 / \$85

D1 - TOPS + BOTTOMS + SKIRTS



CLOT CROPPED TOP

281210105

PURPLE MULTI

\$42.50 / \$85



CLOT SKIRT

411550088

BLACK MULTI

\$47.50 / \$95

D1 - TOPS + BOTTOMS + SKIRTS



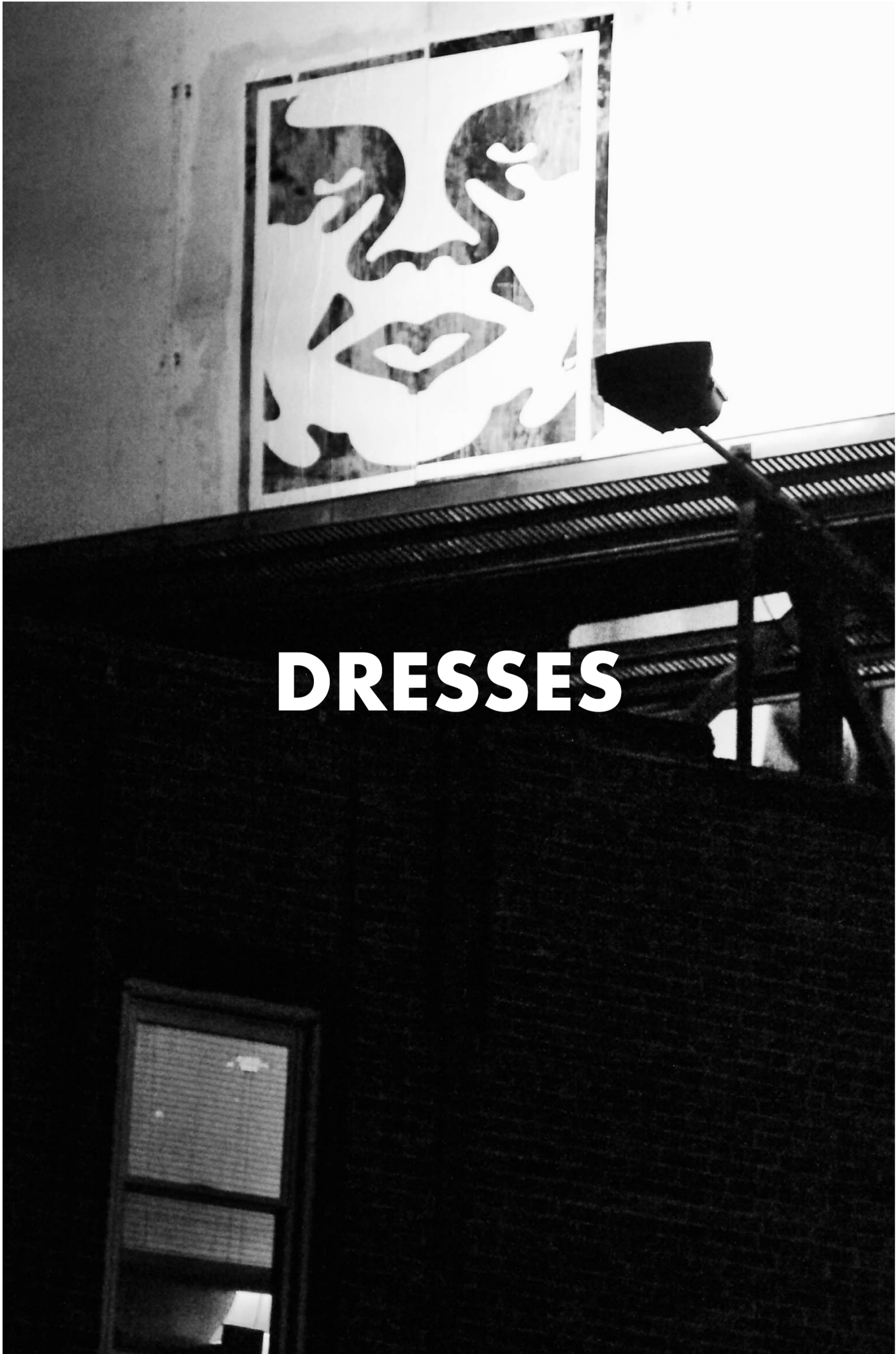
CLOT SKIRT

411550088

PURPLE MULTI

\$47.50 / \$95





DRESSES

SPOTS DRESS

401500394

BLACK MULTI

\$47.50 / \$95

D1 - DRESSES



SPOTS DRESS

401500394

OPAL MULTI

\$47.50 / \$95



HONEYCOMB DRESS

401500390

UNBLEACHED MULTI

\$60 / \$120

D1 - DRESSES



HONEYCOMB DRESS

401500390

BLACK MULTI

\$60 / \$120



REDUX DRESS

401500391

WHITE MULTI

\$60 / \$120

D1 - DRESSES



REDUX DRESS

401500391

OPAL MULTI

\$60 / \$120



DELOCATED DRESS

401500389

LILAC CHALK MULTI

\$47.50 / \$95

D1 - DRESSES



DELOCATED DRESS

401500389

BLACK MULTI

\$47.50 / \$95



LEAVES WORK DRESS

401500392

BLACK MULTI

\$60 / \$120

D1 - DRESSES



LEAVES WORK DRESS

401500392

GINGER BISCUIT MULTI

\$60 / \$120



TARA DRESS

401500393

ATLANTIC BLUE MULTI

\$47.50 / \$95

D1 - DRESSES



TARA DRESS

401500393

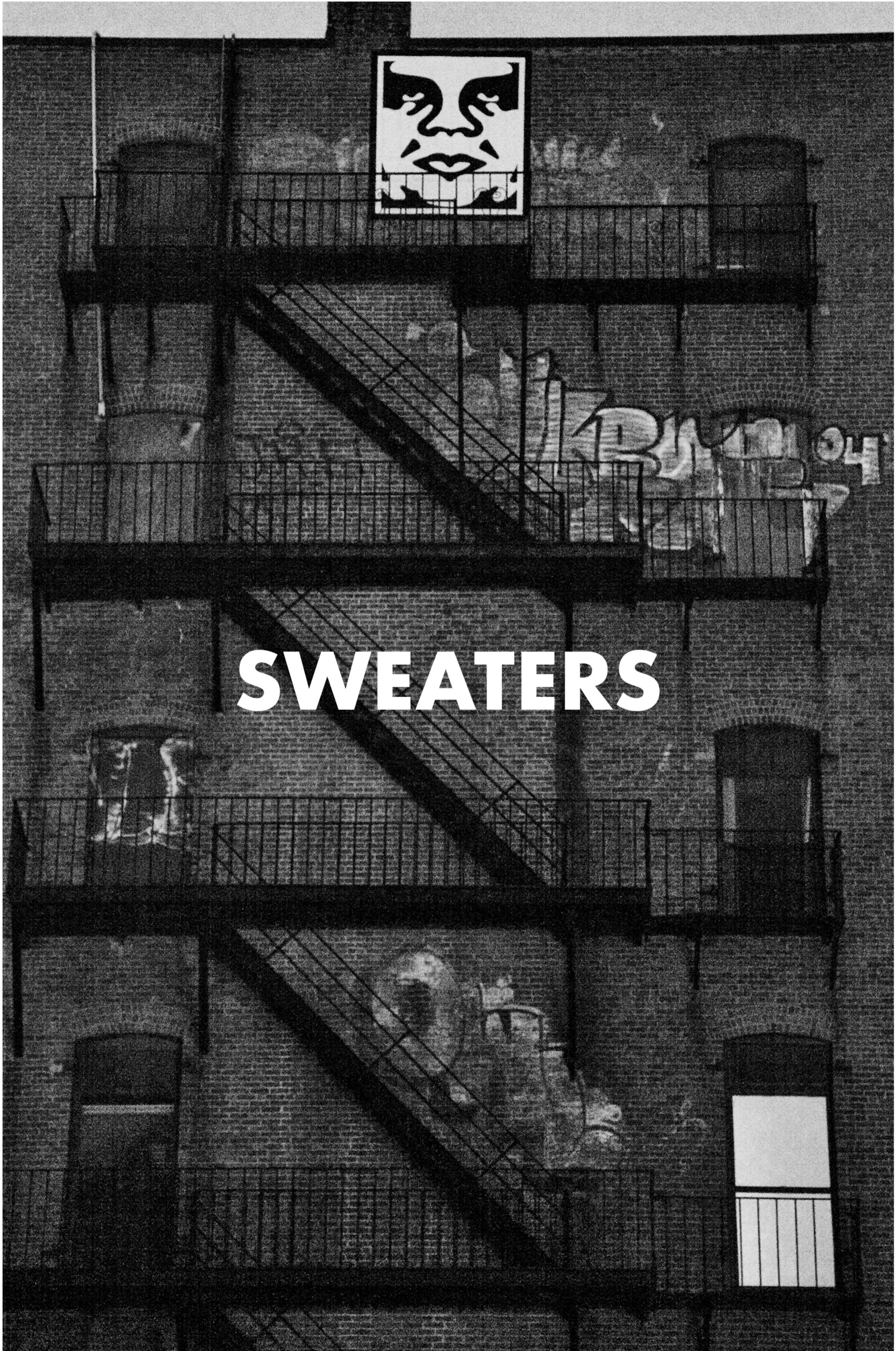
LAVENDER SILK MULTI

\$47.50 / \$95





SWEATERS



EFFECTIVE SWEATER

\$45 / \$90

D1 - SWEATERS

251000103

PINK AMETHYST



EFFECTIVE SWEATER

\$45 / \$90

251000103

UNBLEACHED



ERASER CROPPED CARDIGAN

\$47.50 / \$95

D1 - SWEATERS

251010059

PURPLE PASTE MULTI



ERASER CROPPED CARDIGAN

\$47.50 / \$95

251010059

PINK CLAY MULTI



POPPY CROPPED CARDIGAN SS

\$47.50 / \$95

D1 - SWEATERS

251010060

ALOE GEL



POPPY CROPPED CARDIGAN SS

\$47.50 / \$95

251010060

BLACK



HELIX SWEATER VEST

\$45 / \$90

D1 - SWEATERS

251810002

CLAY MULTI



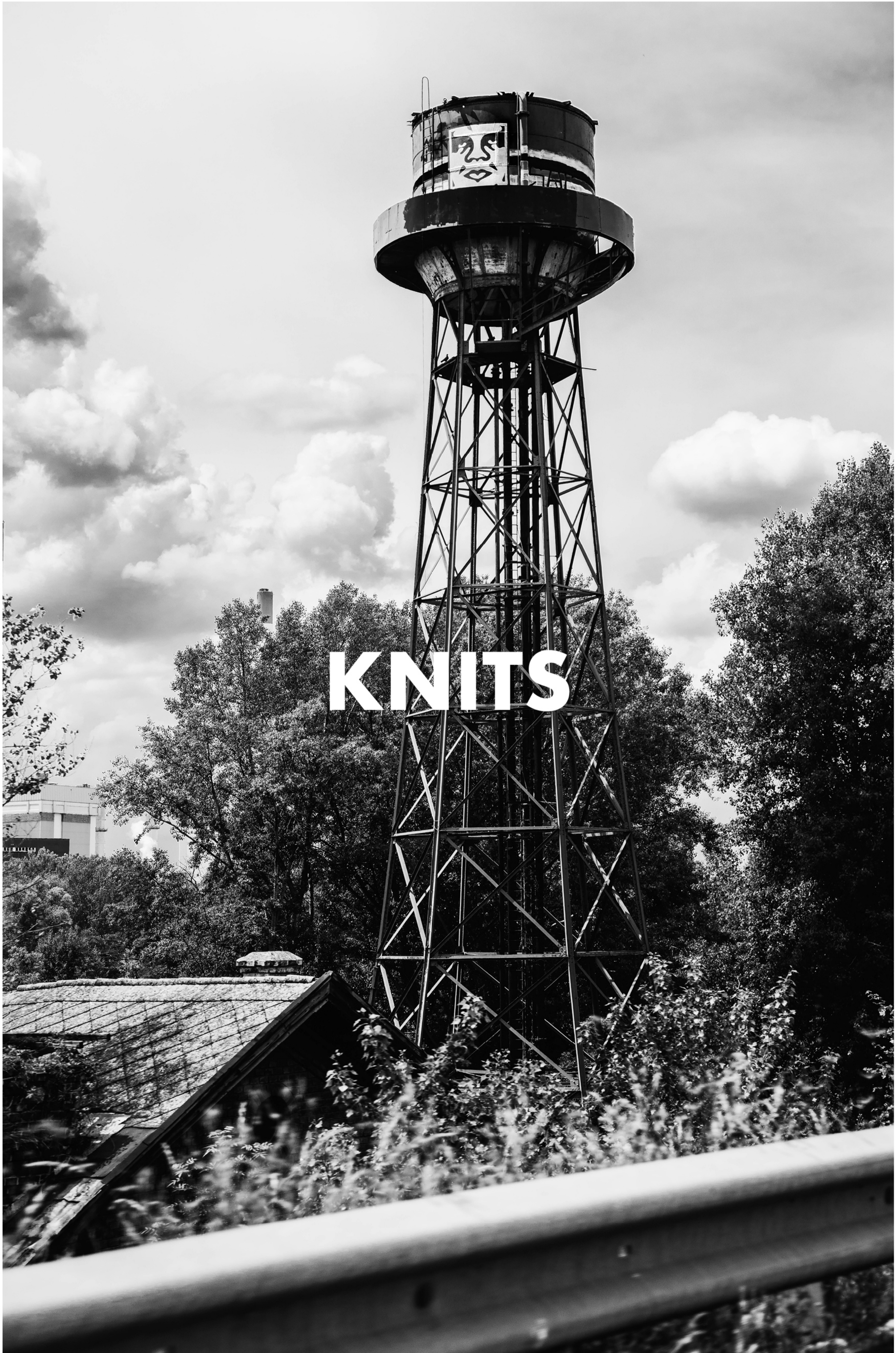
HELIX SWEATER VEST

\$45 / \$90

251810002

PURE WATER MULTI





KNITS

CORRIDOR POLO LS
231040006
DAYLIGHT BLUE MULTI

\$42.50 / \$85

D1 - KNITS



CORRIDOR POLO LS
231040006
OPAL MULTI

\$42.50 / \$85



PEMBROKE BOX TEE SS

231080132

BLACK MULTI

\$30 / \$60

D1 - KNITS



PEMBROKE BOX TEE SS

231080132

PINK CLAY MULTI

\$30 / \$60



BRODY BOX TEE SS

231080134

BUTTER MULTI

\$30 / \$60

D1 - KNITS



BRODY BOX TEE SS

231080134

LILAC CHALK MULTI

\$30 / \$60



SERENE BOX TEE SS

231080135

WHITE

\$30 / \$60

D1 - KNITS



SERENE BOX TEE SS

231080135

OPAL

\$30 / \$60



JACQUARD FLOWER BOX TEE SS

\$30 / \$60

D1 - KNITS

231080131

CUCUMBER MULTI



JACQUARD FLOWER BOX TEE SS

\$30 / \$60



231080131

IRIS FLOWER MULTI



ALTON CROPPED RINGER TEE SS

\$27.50 / \$55

D1 - KNITS

231080129

BOMBAY BROWN MULTI



ALTON CROPPED RINGER TEE SS

\$27.50 / \$55



231080129

PURE WATER MULTI



ANDOVER CROPPED RINGER TEE SS

\$27.50 / \$55

D1 - KNITS

231080130

WHITE MULTI



GLADE TANK TOP

234050121

PURPLE PASTE MULTI

\$25 / \$50

D1 - KNITS



GLADE TANK TOP

234050121

OPAL MULTI

\$25 / \$50



BISCAYNE TANK TOP

234050120

BLACK MULTI

\$27.50 / \$55

D1 - KNITS



BISCAYNE TANK TOP

234050120

LILAC CHALK MULTI

\$27.50 / \$55



BISCAYNE SHORT

272120086

BLACK MULTI

\$32.50 / \$65

D1 - KNITS



BISCAYNE SHORT

272120086

LILAC CHALK MULTI

\$32.50 / \$65





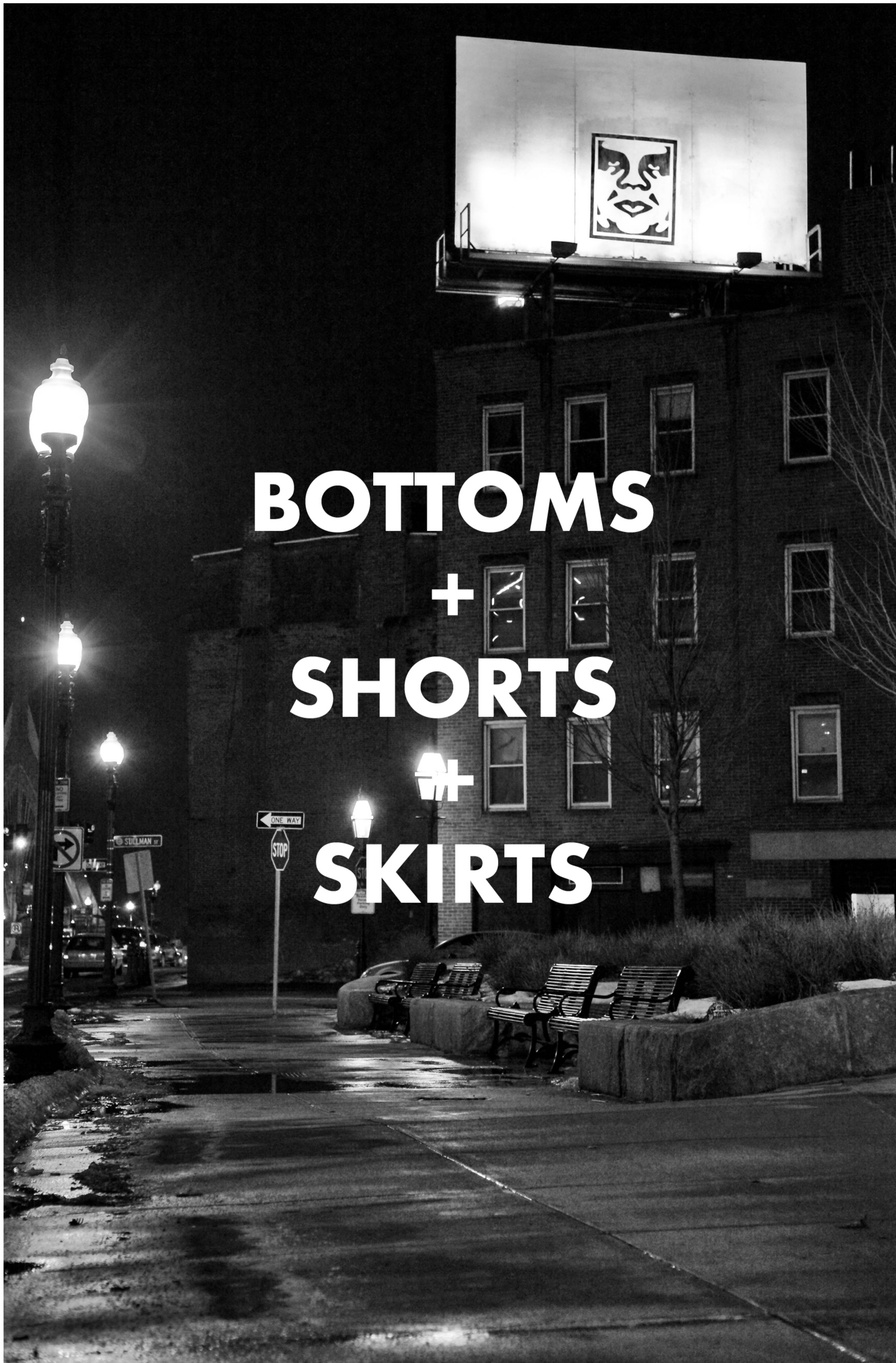
BOTTOMS

+

SHORTS

+

SKIRTS



STRAGGLER PEBBLE PANT

\$55 / \$110

D1 - KNITS

242020089

BLACK MULTI



STRAGGLER PEBBLE PANT

\$55 / \$110

242020089

BOMBAY BROWN MULTI



BRIGHTON CARPENTER PANT

\$55 / \$110

D1 - KNITS

242020087

CUCUMBER



BRIGHTON CARPENTER PANT

\$55 / \$110

242020087

PURPLE PASTE



SUNNY POPLIN CARGO PANT

\$60 / \$120

D1 - KNITS

242000105

OIL OLIVE



SUNNY POPLIN CARGO PANT

\$60 / \$120

242000105

BOMBAY BROWN



ASSEMBLAGE PANT

242000107

BLACK MULTI

\$50 / \$100

D1 - KNITS



ASSEMBLAGE PANT

242000107

CUCUMBER MULTI

\$50 / \$100



EMMA DENIM SHORT

272100046

BLEACHED INDIGO

\$50 / \$100

D1 - KNITS



EMMA DENIM SHORT

272100046

FADED BLACK

\$50 / \$100



STRAGGLER PEBBLE SKIRT

\$42.50 / \$85

D1 - KNITS

411550087

BOMBAY BROWN MULTI



STRAGGLER PEBBLE SKIRT

\$42.50 / \$85

411550087

BLACK MULTI





SPECIALTY FLEECE



CHARACTER CROPPED CREW

\$45 / \$90

D1 - SPECIALTY FLEECE

211600143

BUTTER



CHARACTER CROPPED CREW

\$45 / \$90

211600143

CUCUMBER



PLANTER CROPPED CREW

\$45 / \$90

D1 - SPECIALTY FLEECE

211600144

UNBLEACHED



PLANTER CROPPED CREW

\$45 / \$90

211600144

PURPLE PASTE



CHELSEA CREW

211600142

DAYLIGHT BLUE MULTI

\$45 / \$90

D1 - SPECIALTY FLEECE



CHELSEA CREW

211600142

CLAY MULTI

\$45 / \$90



BUBBLE CROPPED HOOD

\$47.50 / \$95

D1 - SPECIALTY FLEECE

211610110

BLACK



BUBBLE CROPPED HOOD

\$47.50 / \$95

211610110

UNBLEACHED



SUNSHINE HOOD

\$47.50 / \$95

D1 - SPECIALTY FLEECE

211610111

CUCUMBER



SUNSHINE HOOD

\$47.50 / \$95

211610111

UNBLEACHED



BOX HOOD

\$47.50 / \$95

D1 - SPECIALTY FLEECE

211610109

PURPLE PASTE



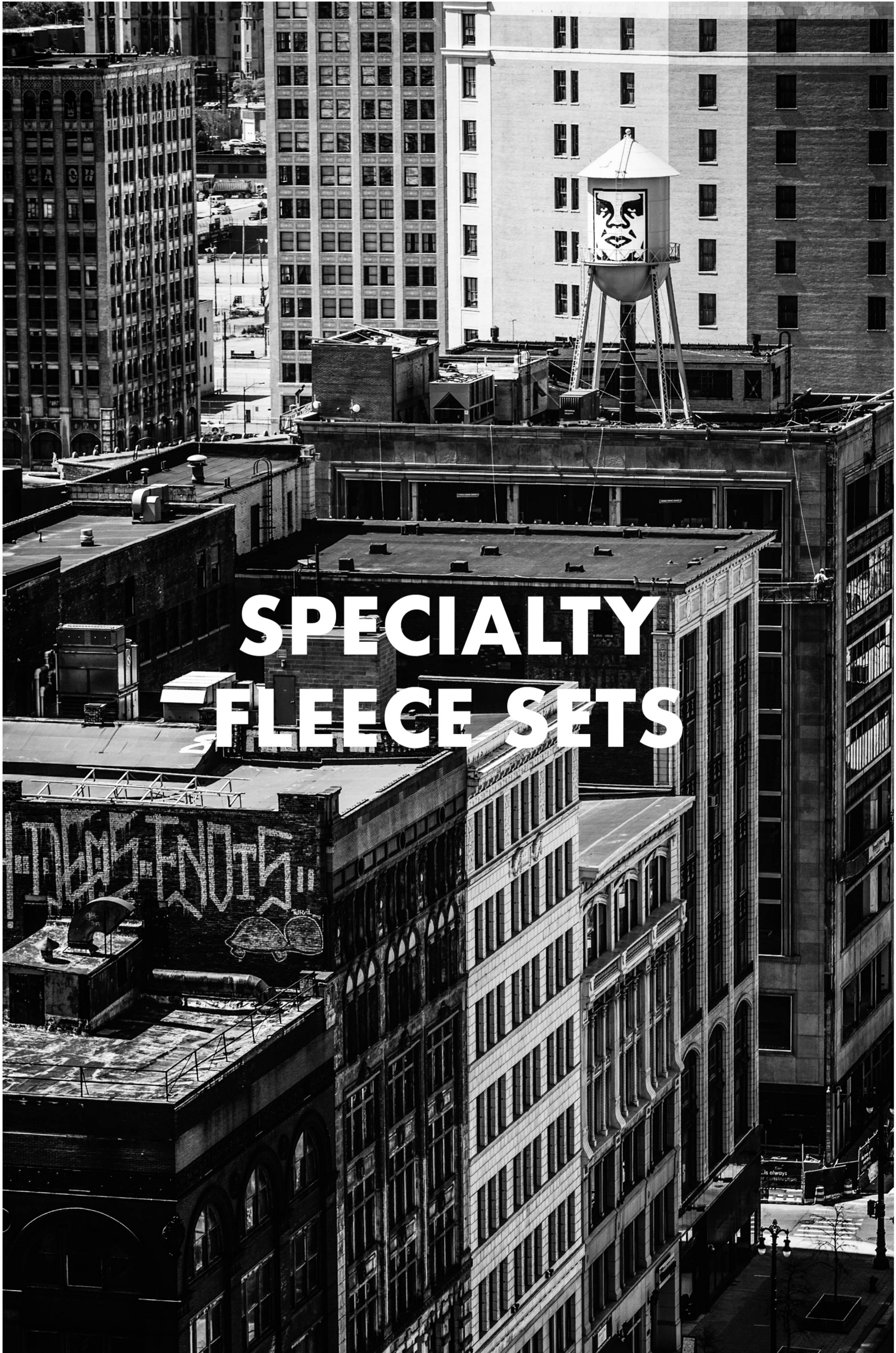
BOX HOOD

\$47.50 / \$95

211610109

BLACK





SPECIALTY FLEECE SETS

BOLD CROPPED HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE SETS

211610097

PURPLE PASTE



BOLD CROPPED HOOD

\$50 / \$100

211610097

BLACK



BOLD SWEATPANT

242030032

PURPLE PASTE

\$47.50 / \$95

D1 - SPECIALTY FLEECE SETS



BOLD SWEATPANT

242030032

BLACK

\$47.50 / \$95



LIMITLESS HOOD

\$50 / \$100

D1 - SPECIALTY FLEECE SETS

211610114

PINK AMYTHEIST MULTI



LIMITLESS HOOD

\$50 / \$100

211610114

ALOE GEL MULTI



LIMITLESS SWEATPANT

\$47.50 / \$95

D1 - SPECIALTY FLEECE SETS

242030035

PINK AMYTHEIST MULTI



LIMITLESS SWEATPANT

\$47.50 / \$95

242030035

ALOE GEL MULTI



LOCKDOWN HOOD

211610108

OPAL MULTI

\$50 / \$100

D1 - SPECIALTY FLEECE SETS



LOCKDOWN II SWEATPANT

242030031

OPAL MULTI

\$50 / \$100



FRIDAY HOOD
211610113
PURPLE PASTE

\$67.50 / \$135

D1 - SPECIALTY FLEECE SETS



FRIDAY HOOD
211610113
ASH GREY

\$67.50 / \$135



FRIDAY SWEATPANT

\$55 / \$110

D1 - SPECIALTY FLEECE SETS

242030034

PURPLE PASTE



FRIDAY SWEATPANT

\$55 / \$110

242030034

ASH GREY



AMY HOOD

211610112

BLACK

\$60 / \$120

D1 - SPECIALTY FLEECE SETS



AMY HOOD

211610112

CUCUMBER

\$60 / \$120



AMY SWEATPANT

\$55 / \$110

D1 - SPECIALTY FLEECE SETS

242030033

BLACK



AMY SWEATPANT

\$55 / \$110

242030033

CUCUMBER





UNISEX

HARPER SUIT JACKET

121800493

BLACK

\$100 / \$200

D1- MATCHING SETS

* Model is wearing size XS



HARPER SUIT JACKET

121800493

IRIS

\$100 / \$200

* Model is wearing size XS



HARPER PANT

142020197

BLACK

\$100 / \$200

D1- MATCHING SETS



** Model is wearing size XS*



HARPER PANT

142020197

IRIS

\$100 / \$200

** Model is wearing size XS*



POLLEN JACKET

121800494

BLACK

\$75 / \$150

D1- MATCHING SETS



** Model is wearing size XS*



POLLEN JACKET

121800494

IRIS

\$75 / \$150

** Model is wearing size XS*



POLLEN PANT

142020199

BLACK

\$50 / \$100

** Model is wearing size 26*

D1- MATCHING SETS



POLLEN PANT

142020199

IRIS

\$50 / \$100

** Model is wearing size 26*



DIBBS JACKET

121800499

OLIVE OIL

\$75 / \$150

D1- MATCHING SETS



** Model is wearing size XS*



DIBBS JACKET

121800499

LILAC CHALK

\$75 / \$150

** Model is wearing size XS*



EASY CORD PANT

142020195

OLIVE OIL

\$55 / \$110

* Model is wearing size XS

D1- MATCHING SETS



EASY CORD PANT

142020195

LIL CHALK

\$55 / \$110

* Model is wearing size XS



ESTATE JACKET

121800501

BLACK

\$75 /
\$150

D1- MATCHING SETS



ESTATE JACKET

121800501

WAVELITE, CLAY

\$75 /
\$150



ESTATE PANT

142020183

OLIVE OIL

\$55 / \$110

* Model is wearing size 26

D1- MATCHING SETS



ESTATE PANT

142020183

LIL CHALK

\$55 / \$110

* Model is wearing size 26



TURNER JACKET

121800502

UNBLEACHED

\$85 / \$170

D1- MATCHING SETS



** Model is wearing size XS*



TURNER JACKET

121800502

BLACK

\$85 / \$170

** Model is wearing size XS*



TURNER PANT

142020194

UNBLEACHED

\$60 / \$120

** Model is wearing size 26*

D1- MATCHING SETS



TURNER PANT

142020194

BLACK

\$60 / \$120

** Model is wearing size 26*



DISCLOSE JACKET

121800500

BLACK

\$90 / \$180

** Model is wearing size XS*

D1- JACKETS



DISCLOSE JACKET

121800500

FIELD GREEN

\$90 / \$180

** Model is wearing size XS*



SAUCER JACKET

121800503

LEAF

\$77.50 / \$150

* Model is wearing size XS

D1- JACKETS



SAUCER JACKET

121800503

BLACK

\$77.50 / \$150

* Model is wearing size XS



CHERUB JACKET

121800498

BLACK

\$100 / \$200

* Model is wearing size XS

D1- JACKETS



CHERUB JACKET

121800498

PURPLE PASTE

\$100 / \$200

* Model is wearing size XS



QUARTET ORGANIC CREW

112480116

NAVY MULTI

\$50 / \$100

* Model is wearing size XS

D1- KNITS



QUARTET ORGANIC CREW

112480116

RABBITS PAW MULTI

\$50 / \$100

* Model is wearing size XS



LOOPER POLO LS

111620075

CUCUMBER

\$50 / \$100

* Model is wearing size XS

D1- KNITS



LOOPER POLO LS

111620075

PURPLE PASTE

\$50 / \$100

* Model is wearing size XS



BOLD RECYCLED HOOD

112470160

PIGMENT PURPLE PASTE

\$57.50 / \$115

** Model is wearing size XS*

D1- RECYCLED SUSTAINABLE



BOLD RECYCLED HOOD

112470160

PIGMENT CUCUMBER, PIGMENT BUTTER

\$57.50 / \$115

** Model is wearing size XS*



BOLD RECYCLED CREW

112480115

PIGMENT CUCUMBER

\$50 / \$100

** Model is wearing size XS*

D1- RECYCLED SUSTAINABLE



BOLD RECYCLED CREW

112480115

PIGMENT PURPLE PASTE, PIGMENT BUTTER

\$50 / \$100

** Model is wearing size XS*



TIMELESS RECYCLED HEAVYWEIGHT HOOD

112470159

TURQUOISE TONIC PIGMENT

\$57.50 / \$115

** Model is wearing size XS*

D1 - RECYCLED SUSTAINABLE



TIMELESS RECYCLED HEAVYWEIGHT HOOD

112470159

LILAC CHALK PIGMENT

\$57.50 / \$115

** Model is wearing size XS*



TIMELESS RECYCLED HEAVYWEIGHT CREW

\$50 / \$100

D1- RECYCLED SUSTAINABLE

112480114

** Model is wearing size XS*

RABBITS PAW PIGMENT



TIMELESS RECYCLED HEAVYWEIGHT CREW

\$50 / \$100



112480114

** Model is wearing size XS*

TURQUOISE TONIC PIGMENT, LILAC CHALK PIGMENT



STRAGGLER PANT

142020150

SEPIA BROWN

\$45 / \$90

** Model is wearing size 26*

D1- BOTTOMS



STRAGGLER PANT

142020150

BLACK, LEAF

\$45 / \$90

** Model is wearing size 26*



STRAGGLER FLOODED PANT

\$45 / \$90

D1- BOTTOMS

142020113

** Model is wearing size 26*

BLACK



STRAGGLER FLOODED PANT

\$45 / \$90

142020113

** Model is wearing size 26*

SEPIA BROWN, LEAF



HUGHES TWILL PANT

142020198

DULL BLUE

\$50 / \$100

* Model is wearing size 26

D1- BOTTOMS



HUGHES TWILL PANT

142020198

BLACK, FIELD GREEN

\$50 / \$100

* Model is wearing size 26



HARDWORK CARPENTER PANT

\$50 / \$100

D1- BOTTOMS

142020184

** Model is wearing size 26*

WHITE



HARDWORK CARPENTER PANT

\$50 / \$100

142020184

** Model is wearing size 26*

BLACK, LEAF



EASY TWILL PANT

142020142

GINGER BISCUIT

\$45 / \$90

* Model is wearing size XS

D1- BOTTOMS



EASY TWILL PANT

142020142

BLACK, FIELD GREEN

\$45 / \$90

* Model is wearing size XS



EASY RIPSTOP CARGO PANT

142020196

BLACK

\$55 / \$110

* Model is wearing size XS

D1- BOTTOMS



EASY RIPSTOP CARGO PANT

142020196

FIELD GREEN, LIGHT KHAKI

\$55 / \$110

* Model is wearing size XS



OBEY DREAM JACKET

121800497

LIGHT INDIGO

*SHOT ON MENS SAMPLE SIZE

\$90 / \$180

D1- BOTTOMS



OBEY DREAM JACKET

121800497

DUSTY BLACK

*SHOT ON MENS SAMPLE SIZE

\$90 / \$180



HARD WORK DREAMS DENIM

\$60 / \$120

D1- BOTTOMS

142010081

* Model is wearing size 26

LIGHT INDIGO



HARD WORK DREAMS DENIM

\$60 / \$120

142010081

* Model is wearing size 26

DUSTY BLACK



EASY DENIM PANT

142010079

LIGHT INDIGO

*SHOT ON MENS SAMPLE SIZE

\$55 / \$110

D1- BOTTOMS



EASY DENIM PANT

142010079

FADED BLACK

*SHOT ON MENS SAMPLE SIZE

\$55 / \$110



HARDWORK DENIM
142010077
STONEWASH INDIGO

\$55 / \$110

D1- BOTTOMS

** Model is wearing size 26*



HARDWORK DENIM
142010077
LIGHT INDIGO, FADED BLACK

\$55 / \$110

** Model is wearing size 26*



HARDWORK CARPENTER DENIM

142010078

LIGHT INDIGO

\$57.50 / \$115

* Model is wearing size 26

D1- BOTTOMS



HARDWORK CARPENTER DENIM

142010078

STONEWASH INDIGO

\$57.50 / \$115

* Model is wearing size 26



BENDER DENIM

142010080

FADED BLACK

\$55 / \$110

** Model is wearing size 26*

D1- BOTTOMS



HARDWORK CARPENTER DENIM

142010080

STONEWASH INDIGO, LIGHT INDIGO

\$55 / \$110

** Model is wearing size 26*

