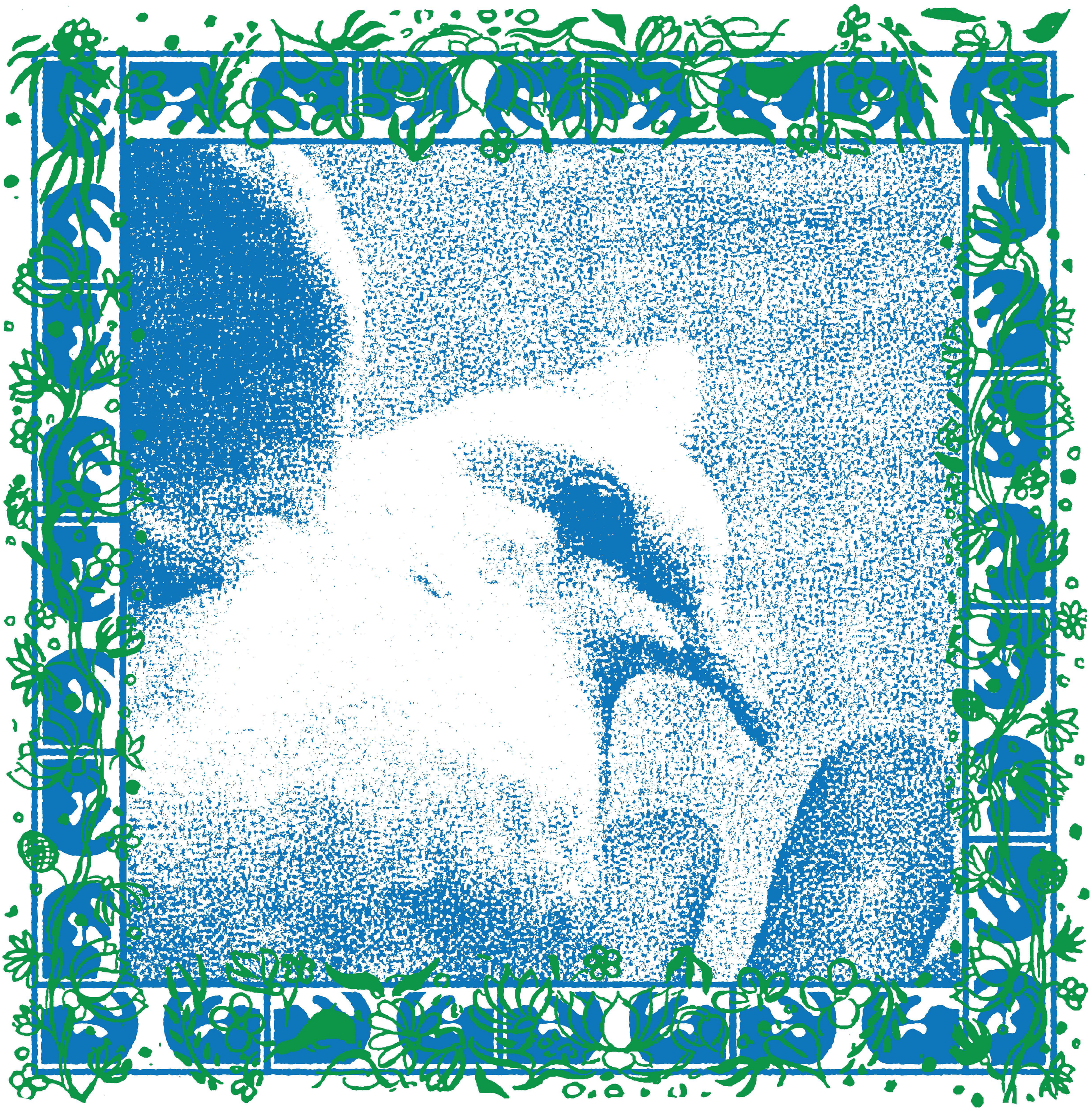

OBEY

SPRING 2023 | 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.

17462 Von Karman Avenue Irvine, CA 92614

obeyclothing.com | obeygiant.com
949.596.8400

MOTEL
VE. WORK. PLAY.
ME A DOWNTOWNER
ISIT HTTP://WWW.
NTOWNLVINVEGAS/

HEADWEAR

BOLD TWILL 6 PANEL STRAPBACK

100580302

BLACK

BOLD TWILL 6 PANEL STRAPBACK

100580302

BROWN BUTTER, UNBLEACHED

OBEY LOWER CASE TECH 6 PANEL STRAPBACK

100580339

BRONZE

OBEY LOWER CASE TECH 6 PANEL STRAPBACK

100580339

BLACK, LAVENDER

BOLD CORD 6 PANEL STRAPBACK

100580317

OCEAN

BOLD TWILL 6 PANEL STRAPBACK

100580317

BLACK, SAND

OBEY BASQUE 6 PANEL STRAPBACK

100580341

DARK CEDAR

OBEY BASQUE 6 PANEL STRAPBACK

100580341

BLACK, IRISH CREAM

OBEY BENNY 6 PANEL SNAPBACK

100580342

BLACK MULTI

OBEY BENNY 6 PANEL SNAPBACK

100580342

LIGHT KHAKI MULTI, LEAF MULTI

OBEY LOWERCASE 5 PANEL SNAPBACK

100490108

BROWN

OBEY LOWERCASE 5 PANEL SNAPBACK

100490108

BLACK, LEAF

OBEY BOLD TECH CAMP CAP

100490109

PAPAYA SMOOTHIE

OBEY BOLD TECH CAMP CAP

100490109

BLACK, DIGITAL MIST

OBEY TECH MESH CAMP CAP

100490110

DARK TEAL MULTI

OBEY TECH MESH CAMP CAP

100490110

BLACK MULTI

OBEY FRUITS 6 PANEL SNAPBACK

100580337

UNBLEACHED

OBEY FRUITS 6 PANEL SNAPBACK

100580337

DARK CEDAR

OBEY TRIP 6 PANEL SNAPBACK

100580338

BLACK MULTI

OBEY TRIP 6 PANEL SNAPBACK

100580338

UNBLEACHED MULTI

OBEY BIRDER 6 PANEL STRAPBACK

100580336

LIGHT INDIGO

OBEY BIRDER 6 PANEL STRAPBACK

100580338

UNBLEACHED

OBEY RITUAL 6 PANEL SNAPBACK

100580340

DARK CEDAR MULTI

OBEY RITUAL 6 PANEL SNAPBACK

100580340

BLACK MULTI

OBEY BUBBLE 5 PANEL SNAPBACK

100490107

BLACK

OBEY BUBBLE 5 PANEL SNAPBACK

100490107

LEAF

OBEY DANCE 5 PANEL SNAPBACK

100490106

UNBLEACHED

OBEY DANCE 5 PANEL SNAPBACK

100490106

BLACK

OBEY ANGEL 6 PANEL CLASSIC SNAPBACK

100580333

SEPIA

OBEY ANGEL 6 PANEL CLASSIC SNAPBACK

100580333

BLACK

OBEY DAWG 6 PANEL CLASSIC SNAPBACK

100580334

BLACK

OBEY DAWG 6 PANEL CLASSIC SNAPBACK

100580334

DARK CEDAR

OBEY MARKED TRUCKER

100500033

SEPIA

OBEY MARKED TRUCKER

100500033

BLACK

OBEY HOPPER TRUCKER

100500032

SATIN BLUE

OBEY HOPPER TRUCKER

100500032

BLACK

BOLD TWILL BUCKET HAT

100520055

GREEN FIG, BLACK

BOLD TWILL BUCKET HAT

100520055

BROWN, LAVENDER

BOLD CORD BUCKET HAT

100520051

OFF WHITE

BOLD CORD BUCKET HAT

100520051

BLACK, OCEAN

BOLD CENTURY BUCKET HAT

100520061

GREEN FIG

BOLD CENTURY BUCKET HAT

100520061

BLACK

OBEY ANNO BUCKET HAT

100520078

BLACK MULTI

OBEY ANNO BUCKET HAT

100520078

SKY BLUE MULTI

OBEY FROGGY BUCKET HAT

100520079

BLACK

OBEY FROGGY BUCKET HAT

100520079

OFF WHITE

OBEY PARADISE BUCKET HAT

100520080

UNBLEACHED

OBEY PARADISE BUCKET HAT

100520080

LIGHT INDIGO

BAGS

WASTED HIP BAG

100010098

DENIM

WASTED HIP BAG

100010098

BLACK TWILL

COMMUTER WAIST BAG

100010126

BROWN MULTI

D1 - BAGS

COMMUTER WAIST BAG

100010126

BLACK

CONDITIONS TRAVELER BAG III

100010135

PURPLE MULTI

D1 - BAGS

CONDITIONS TRAVELER BAG III

100010135

BLACK

UPSHOT TOTEBAG

100010146

UNBLEACHED MULTI

D1 - BAGS

OBEY EAR BUG

100553368

NATURAL, BLACK

OBEY
TENNIS
TRAINING
DRUM & BAS
SOCKS

COOPER II SOCKS

100260093

WHITE / PRINCESS BLUE, WHITE / BLACK

COOPER II SOCKS

100260093

WHITE / PURPLE FLOWER, WHITE HONEYCOMB

OBEY EYES ICON SOCKS

100260141

DIGITAL LAVENDER, BLACK

OBEY EYES ICON SOCKS

100260141

CELERY JUICE, WHITE

OBEY BOLD SOCKS

100260144

PAPAYA SMOOTHIE, BLACK

OBEY BOLD SOCKS

100260144

UNBLEACHED, WHITE

OBEY BOLD SOCKS

100260144

DIGITAL LAVENDER

OBEY WAVY SOCKS

100260172

WHITE, GREEN FIG

OBEY FRUITS SOCKS

100260173

LAVENDER, WHITE

OBEY DOG SOCKS

100260174

SKY BLUE, WHITE

OBEY SPRING FLOWER SOCKS

100260175

UNBLEACHED, VINTAGE PINK

ACCESSORIES

BIG BOY WEB BELT

100050026

BLACK, KHAKI, LAVENDER SILK

OBEY WAVY BELT

100050037

UNBLEACHED MULTI, BLACK MULTI

OBEY SNAKE DRESS BELT

100050036

TAN