



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

TABLE OF CONTENTS

UNISEX

3
CUSTOM GENUINE LEATHER JACKETS

6
SKATEBOARD

4
JACKETS

7
ACCESSORIES

MEN'S TEE & FLEECE

9
BASIC TEES

12
BASIC BOX CREW NECK FLEECE

10
BASIC LONG SLEEVE TEES

12
BASIC ZIP HOOD

11
HEAVYWEIGHT BOX TEE

13
BASIC PULLOVER HOOD FLEECE

WOMEN'S TEE & FLEECE

15
CUSTOM BOX TEE

17
OLD SCHOOL PULLOVER HOOD

16
CUSTOM BOX PIGMENT LONG SLEEVE TEES

18
BASIC ZIP HOOD

17
OLD SCHOOL CREW

CUSTOM GENUINE LEATHER JACKETS

Custom, made-to-order leather jacket made by Shepard Fairey. Each jacket is unique and an original art piece. Limited to 50 custom jackets worldwide in both Men and Women style. Signed by artist. For more information or to order email steve@obeyclothing.com

MISFITS LEATHER JACKET

121800328

- Slim fit men's motorcycle jacket
- Soft leather jacket with details of all chrome silver hardware and interior body lined with contrast color. Misfits collaboration artwork hand screen printed at back side by Shepard Fairey.
- SHELL: 100% Leather; LINING: 100% Acetate



A.

	COLOR	S	M	L	XL	XXL
A.	BLACK					

MISFITS DIABLO LEATHER MOTO

221800256

- Cropped fit women's moto jacket in the softest genuine leather with chunky metal hardware throughout
- Comes fully lined and features custom OBEY pin. Misfits collaboration artwork hand screen printed at back side by Shepard Fairey.
- SHELL: 100% Leather; LINING: 100% Polyester



A.

	COLOR	XXS	XS	S	M	L
A.	BLACK					

JACKETS

MISFITS M-65 JACKET

121800326

- Regular fit M-65 military-inspired jacket
- Lightweight twill jacket with patch pockets at front. Zip away at standing collar with hood to roll out. Misfits collaboration artwork screen printed at back side and patch sewn down at sleeve
- SHELL: 60% Cotton / 40% Polyester; LINING: 65% Cotton / 35% Polyester



	COLOR	XXS	XS	S	M	L	XL	XXL
A.	DULL ARMY							

MISFITS SATIN JACKET

121800325

- Regular fit bomber jacket
- Satin jacket snap closure at front with soft ribbing at collar, waistband and cuff. Misfits collaboration embroidery at chest and back side
- SHELL: 100% Nylon; LINING: 100% Polyester



A.

	COLOR	XXS	XS	S	M	L	XL	XXL
A.	BLACK							

JACKETS

MISFITS DENIM JACKET

121800327

- Regular fit denim jacket
- Classic denim with chest pocket with flap and bottom side welt pocket entry. Logo button shanks closures. Feature Misfits collaboration artwork screen printed at back side.
- 100% Cotton



	COLOR	XXS	XS	S	M	L	XL	XXL
A.	RED							
B.	BLACK							

SKATEBOARD

OBEY MISFITS DECADES OF HORROR BUSINESS

100251761

- Coffin shaped skateboard.
- Feature Misfits collaboration artwork screen print transfered on front and back of the board.
- 100% Wood



A.

	COLOR	O/S		
A.	BLACK			

ACCESSORIES

MISFITS CARESS SNAPBACK

100570078

- Mid profile 5 panel snapback hat
- 2-color direct custom OBEY / Misfits Graphic embroidery at center front crown
- 100% Cotton



A.

	COLOR	O/S		
A.	BLACK			

MISFITS FIEND CLUB 6 PANEL HAT

100580147

- Low profile 6 panel snapback hat
- 2-color direct custom OBEY / Misfits Fiend Club embroidery at center front crown
- 100% Cotton



A.

	COLOR	O/S		
A.	BLACK			

MISFITS LEGACY BEANIE

100030130

- Shallow fit
- Rib knit cuff beanie with custom removable OBEY / Misfits Fiend Club enamel pin
- 100% Acrylic



A.

	COLOR	O/S		
A.	BLACK			

MISFITS FIEND CLUB BEANIE

100030129

- Classic fit
- Jersey knit cuff beanie with custom OBEY / Misfits Fiend Club woven label patch
- 100% Acrylic



A.

	COLOR	O/S		
A.	BLACK			

OBEY MISFITS SOCKS

100260124

- Athletic socks with comfortable French terry footing
- OBEY / MISFITS collaboration art jacquard
- 85% Cotton / 13% Polyester / 2% Elastane



A.



B.

C.

	COLOR	O/S		
A.	WHITE			
B.	BLACK			
C.	ORANGE			

MISFITS FIEND CLUB PIN

100220043

- An OBEY / MISFITS collaboration pin with silver alloy and enamel metal
- 2 locking backs to keep pin in place
- 100% Alloy



A.

	COLOR	O/S		
A.	BLACK			

MEN'S TEES & FLEECE



163081761 OBEY MISFITS DECADES OF HORROR BUSINESS

BASIC TEES

Regular fit crew neck tee with solid rib neck trims. Made in a heavyweight cotton.
 SOLID: 100% Cotton; HEATHER GREY: 90% Cotton / 10% Polyester

OBEY MISFITS FIEND CLUB 163081804					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



OBEY MISFITS LEGACY OF PHENOMENOLOGY 163081760					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



OBEY MISFITS DECADES OF HORROR BUSINESS 163081761					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



OBEY MISFITS FIEND ROCKER 163081762					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



OBEY MISFITS DARK SUNSET 163081763					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



OBEY MISFITS HORROR BIZ HANDS 163081764					
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.



BASIC TEES

Regular fit crew neck tee with solid rib neck trims. Made in a heavyweight cotton.
 SOLID: 100% Cotton; HEATHER GREY: 90% Cotton / 10% Polyester

OBEY MISFITS 7" COVER						163081765
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.	

BLACK



WHITE



PINK

OBEY MISFITS SHOW FLYER						163081766
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.	

POWDER BLUE



WHITE



NATURAL

BASIC LONG SLEEVE TEES

Regular fit crew neck long sleeve tee with set in rib trims. Made in a heavyweight cotton
 SOLIDS: 100% Cotton; HEATHER GREY: 90% Cotton / 10% Polyester

OBEY MISFITS FIEND CLUB						164901804
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.	

TAPENADE



TEAL



WHITE



BLACK

OBEY MISFITS 7" COVER						164901765
SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.	

PINK



WHITE



BLACK

HEAVYWEIGHT BOX TEE

Heavyweight fabric custom box fit. Garment dye with softener wash. Made in the U.S.A.
100% Cotton



OBEY MISFITS LEGACY OF PHENOMENOLOGY 166911760

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

OFF BLACK



SPECTRA YELLOW

CREAM



OBEY MISFITS 7" COVER 166911765

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

OFF BLACK



VINTAGE GREEN

CREAM



OBEY MISFITS SHOW FLYER 166911766

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

AQUA MARINE



WHITE

SPECTRA YELLOW



THE OBEY FIEND CLUB 166911767

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

CORAL



OFF BLACK

AQUA MARINE



WHITE



OBEY MISFITS TEENAGERS FROM MARS 166911769

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

OFF BLACK



FIRE RED

SPECTRA YELLOW



CREAM



BASIC BOX CREW NECK FLEECE

Oversized fit box crew neck fleece with rib trims and set in sleeves
50% Cotton / 50% Polyester

THE OBEY FIEND CLUB 114981767

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

OBEY MISFITS TEENAGERS FROM MARS 114981769

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

LT. PINK



BLACK

ASH GREY



GOLD

BLACK



RED



BASIC ZIP HOOD

Regular fit hooded fleece with zip front, rib trim and set in sleeve
80% Cotton / 20% Polyester

OBEY MISFITS FIEND CLUB 111751804

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.
------------------	----	----	----	-----	------

BLACK



HEATHER GREY

BASIC PULLOVER HOOD FLEECE

Regular fit hooded fleece with pouch pocket, rib trim and set in sleeves
80% Cotton / 20% Polyester

OBEY MISFITS LEGACY OF PHENOMENOLOGY

111731760

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.

DARK GREEN



BLACK

WHITE



OBEY MISFITS 7" COVER

111731765

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.

BLACK



RED

DARK GREEN



THE OBEY FIEND CLUB

111731767

SHIPPED BY COLOR	S.	M.	L.	XL.	XXL.

LT. PINK



BLACK

HEATHER GREY



WOMEN'S TEES & FLEECE



266851339 THE OBEY FIEND CLUB

CUSTOM BOX TEE

Premium weight, 18's jersey tee comes in a relaxed boyfriend fit. Features a custom dye and wash treatment for rich colors and a premium hand feel. Made in the U.S.A. 100% Cotton



OBEY MISFITS LEGACY OF PHENOMENOLOGY 266851334

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



OBEY MISFITS TEENAGERS FROM MARS 266851335

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



OBEY MISFITS 7" COVER 266851336

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



OBEY MISFITS HORROR BIZ HANDS 266851337

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



OBEY MISFITS DECADES OF HORROR BUSINESS 266851338

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



THE OBEY FIEND CLUB 266851339

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.
------------------	-----	----	----	----	-----



CUSTOM BOX TEE

Premium weight, 18's jersey tee comes in a relaxed boyfriend fit. Features a custom dye and wash treatment for rich colors ad a premium hand feel. Made in the U.S.A.
100% Cotton



OBEE MISFITS SHOW FLYER

266851340

SHIPPED BY COLOR	XS.	S.	M.	L.	XL.

OFF BLACK



VINTAGE GREEN



WHITE

CUSTOM BOX PIGMENT LONG SLEEVE TEES

Premium weight, 18's jersey long sleeve tee. Cut in relaxed, slight oversized fit. Features a custom pigment dye for a vintage wash look.
100% Cotton

OBEE MISFITS FIEND CLUB

266961342

SHIPPED BY COLOR	XXS.	XS.	S.	M.	L.	XL.

DUSTY LAVENDER



DUSTY WHITE



DUSTY BLACK

OBEE MISFITS SHOW FLYER

266961340

SHIPPED BY COLOR	XXS.	XS.	S.	M.	L.	XL.

DUSTY BLACK



DUSTY WHITE



DUSTY LAVENDER

OLD SCHOOL CREW

Oversized fit box crew neck fleece with rib trims and set in sleeves.
50% Cotton/ 50% Polyester

OBEY MISFITS LEGACY OF PHENOMENOLOGY					212791334
SHIPPED BY COLOR	S.	M.	L.	XL.	

HEATHER ASH



BLACK

OBEY MISFITS TEENAGERS FROM MARS					212791335
SHIPPED BY COLOR	S.	M.	L.	XL.	

BLACK



RED

HEATHER ASH



OLD SCHOOL PULLOVER HOOD

Oversized fit pullover hood fleece with pouch pocket, rib trims and set in sleeves.
50% Cotton/ 50% Polyester

OBEY MISFITS CREEPER FIEND CLUB					212811341
SHIPPED BY COLOR	S.	M.	L.	XL.	

FOREST GREEN



BLACK

SAFETY GREEN



OBEY MISFITS 7" COVER					212811336
SHIPPED BY COLOR	S.	M.	L.	XL.	

BLACK



RED

HEATHER ASH



BASIC ZIP HOOD

Regular fit zip hood fleece with pouch pocket, rib trims and set in sleeves.
80% Cotton/ 20% Polyester

THE OBEY FIEND CLUB

211841339

SHIPPED BY COLOR	S.	M.	L.	XL.
------------------	----	----	----	-----

HEATHER ASH



BLACK