



OBEDIENT

SUMMER 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.



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WWW.OBEYGIANT.COM



SHEPARD FAIREY

ARTIST - ACTIVIST

Shepard Fairey, founder of OBEY and OBEY Clothing, was born in Charleston, South Carolina. He received his Bachelor of Fine Arts in Illustration at the Rhode Island School of Design in Providence, Rhode Island. In 1989 he created the "Andre the Giant has a Posse" sticker that transformed into the OBEY GIANT art campaign, with imagery that has changed the way people see art and the urban landscape. After 29 years, his work has evolved into an acclaimed body of art, which includes the 2008 "Hope" portrait of Barack Obama, found at the Smithsonian's National Portrait Gallery. The artist collaborated with Amplifier in 2017 to create the We The People series recognizable during the Women's Marches and other rallies around the world in defense of national and global social justice issues.

Fairey's stickers, guerilla street art presence, and 85 plus public murals are recognizable worldwide. His works are in the permanent collections of the Museum of Modern Art (MoMA), the Victoria and Albert Museum, the Smithsonian's National Portrait Gallery, the Boston Institute of Contemporary Art, the San Francisco Museum of Modern Art, and many others.

Fairey's distinct and recognizable style is unique to him and to OBEY. His lifestyle is the catalyst for all the brand does and the center point of influence and inspiration. This section isolates his work, from his classic graphic style to fine art renderings on garments. Each season, Shepard tackles new ideas and adds his special touch that makes OBEY what it is.

We hope you enjoy.

OBEY BOUQUET

263502179

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

TURQUOISE TONIC, OFF BLACK, RABBITS PAW

XS S M L XL



TURQUOISE TONIC



OFF BLACK



RABBITS PAW

D1 - ORGANIC VINTAGE TEE

OBEY POST PUNK FLOWER

263502180

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, GINGER BISCUIT, TURQUOISE TONIC

XS S M L XL



SAGO



GINGER BISCUIT



TURQUOISE TONIC

D1 - ORGANIC VINTAGE TEE

OBEY BREAK DOWN THE WALLS

\$28 / \$56

263502183

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

GINGER BISCUIT, OFF BLACK, SAGO

XS S M L XL



GINGER BISCUIT



OFF BLACK



SAGO

D1 - ORGANIC VINTAGE TEE

MARCH FOWARD

\$28 / \$56

263502185

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, GINGER BISCUIT, SAGO

XS S M L XL



OFF BLACK



GINGER BISCUIT



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY GET SATISFACTION

263502187

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

TURQUOISE TONIC, OFF BLACK, SAGO

XS S M L XL



TURQUOISE TONIC



OFF BLACK



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY NIGHT AND DAY 2

263502188

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

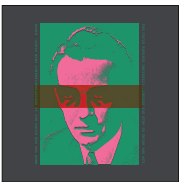
CONTENT: 100% ORGANIC COTTON

RABBITS PAW, OFF BLACK, SAGO

XS S M L XL



RABBITS PAW



OFF BLACK



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY WORLDWIDE PEACE & JUSTICE

\$28 / \$56

263502189

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

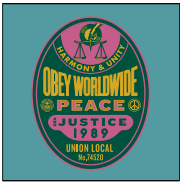
CONTENT: 100% ORGANIC COTTON

OFF BLACK, TURQUOISE TONIC, SAGO

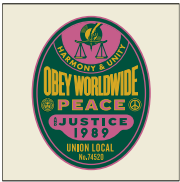
XS S M L XL



OFF BLACK



TURQUOISE TONIC



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY SPACE FOR EVERYONE

\$28 / \$56

263502190

DESCRIPTION: ORGANIC LIGHTWEIGHT T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK, TURQUOISE TONIC

XS S M L XL



SAGO



OFF BLACK



TURQUOISE TONIC

D1 - ORGANIC VINTAGE TEE

ICON STICKER PACK 2

100270001

DESCRIPTION: ASSORTED STICKERS FOR THE OBEY FIENDS. SPREAD IT!

ASSORTED

O/S



ASSORTED

D1 - ESSENTIALS

COVERT TO OVERT BOOK

326000035M

DESCRIPTION: COVERT TO OVERT SHOWCASES SHEPARD FAIREY'S EVOLUTION FROM WORKS ON PAPER TO GRANDER ART INSTALLATIONS, CROSS-CULTURAL WORKS, AND MUSIC/ART COLLABORATIONS

ASSORTED

O/S



BLACK

D1 - ESSENTIALS



PRINTABLE'S

OBEY TAG

\$25 / \$50

267621986

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

PINK AMETHYST, TURQUOISE TONIC, SHORTBREAD

XS S M L XL



PINK AMETHYST



TURQUOISE TONIC



SHORTBREAD

D1 - CUSTOM CROP TEE

OBEY GROOVY DASIES

\$25 / \$50

267622149

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

TURQUOISE TONIC, OFF BLACK, WHITE

XS S M L XL



TURQUOISE TONIC



OFF BLACK



WHITE

D1 - CUSTOM CROP TEE

PEACE, ANGEL, OBEY

\$25 / \$50

267622151

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK, ALOE GEL

XS S M L XL



WHITE



OFF BLACK



ALOE GEL

D1 - CUSTOM CROP TEE

GARDEN BERRIES

\$25 / \$50

267622148

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, LAVENDER SILK, ALOE GEL

XS S M L XL



OFF BLACK



LAVENDER SILK



ALOE GEL

D1 - CUSTOM CROP TEE

OBEY MINI MUSHIES

\$25 / \$50

267622150

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

SHORTBREAD, LAVENDER SILK, WHITE

XS S M L XL



SHORTBREAD



LAVENDER SILK



WHITE

D1 - CUSTOM CROP TEE

POLKA DOTS

\$25 / \$50

267622152

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

LAVENDER SILK, OFF BLACK, ALOE GEL

XS S M L XL



LAVENDER SILK



OFF BLACK



ALOE GEL

D1 - CUSTOM CROP TEE

OBEY NOTHING LOVE EVERYONE

267622153

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

ALOE GEL, OFF BLACK, WHITE

XS S M L XL



ALOE GEL



OFF BLACK



WHITE

D1 - CUSTOM CROP TEE

JUMPING THROUGH HOOPS

267622154

DESCRIPTION: HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

TURQUOISE TONIC, OFF BLACK, LAVENDER SILK

XS S M L XL



TURQUOISE TONIC



OFF BLACK



LAVENDER SILK

D1 - CUSTOM CROP TEE

PEACE, ANGEL, OBEY

\$30 / \$60

267712151

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

CUCUMBER SOFT & CLOUDY, LAVENDER SILK SOFT & CLOUDY

XS S M L XL



CUCUMBER SOFT & CLOUDY



LAVENDER SILK SOFT & CLOUDY

D1 - TIE DYE CUSTOM CROP TEE

OBEY NOTHING LOVE EVERYONE

\$30 / \$60

267712153

DESCRIPTION: TIE DYE HEAVYWEIGHT BOX FIT CROP T-SHIRT

CONTENT: 100% COTTON

LAVENDER SILK SOFT & CLOUDY, CUCUMBER SOFT & CLOUDY

XS S M L XL



LAVENDER SILK SOFT & CLOUDY



CUCUMBER SOFT & CLOUDY

D1 - TIE DYE CUSTOM CROP TEE

OBEY TAG

\$25 / \$50

264641986

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

ALOE GEL, IRIS FLOWER, CLAY

XS S M L XL



ALOE GEL



IRIS FLOWER



CLAY

D1 - VINTAGE BOX TEE

OBEY CELINE

\$25 / \$50

264642155

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK, ALOE GEL

XS S M L XL



WHITE



OFF BLACK



ALOE GEL

D1 - VINTAGE BOX TEE

BRIGHTER SIDE OF LIFE

\$25 / \$50

264642156

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

CLAY, OFF BLACK, ALOE GEL

XS S M L XL



CLAY



OFF BLACK



ALOE GEL

D1 - VINTAGE BOX TEE

DANCING ON TOP

\$25 / \$50

264642157

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

BROWN SUGAR, OFF BLACK, CLAY

XS S M L XL



BROWN SUGAR



OFF BLACK



CLAY

D1 - VINTAGE BOX TEE

TRUMPET ANGEL

\$25 / \$50

264642158

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

PINK AMETHYST, IRIS FLOWER, CLAY

XS S M L XL



PINK AMETHYST



IRIS FLOWER



CLAY

D1 - VINTAGE BOX TEE

WATCH OUT

\$25 / \$50

264642159

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

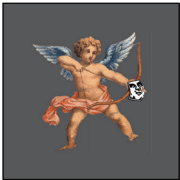
CONTENT: 100% COTTON

IRIS FLOWER, OFF BLACK, BROWN SUGAR

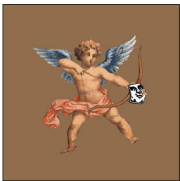
XS S M L XL



IRIS FLOWER



OFF BLACK



BROWN SUGAR

D1 - VINTAGE BOX TEE

SOCIETAL COLLAPSE

264642160

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

WHITE, OFF BLACK, ALOE GEL

XS S M L XL



WHITE



OFF BLACK



ALOE GEL

D1 - VINTAGE BOX TEE

DOODLE

264642161

DESCRIPTION: VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, BROWN SUGAR, WHITE

XS S M L XL



OFF BLACK



BROWN SUGAR



WHITE

D1 - VINTAGE BOX TEE

OBEY TAG

\$30 / \$60

263661986

DESCRIPTION: TIE DYE VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OVERSIZED PASTEL IRIS FLOWER, OVERSIZED PASTEL PINK CLAY

XS S M L XL



OVERSIZED PASTEL IRIS FLOWER



OVERSIZED PASTEL PINK CLAY

D1 - TIE DYE VINTAGE BOX TEE

TRUMPET ANGEL

\$30 / \$60

263662158

DESCRIPTION: TIE DYE VINTAGE OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OVERSIZED PASTEL PINK CLAY, OVERSIZED PASTEL IRIS FLOWER

XS S M L XL



OVERSIZED PASTEL PINK CLAY



OVERSIZED PASTEL IRIS FLOWER

D1 - TIE DYE VINTAGE BOX TEE

OBEY MACKI

\$28 / \$56

263452162

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

RABBITS PAW, PINK CLAY, SAGO

XS S M L XL



RABBITS PAW



PINK CLAY



SAGO

D1 - PIGMENT CHOICE BOX TEE

OBEY LOTUS MIRROR

\$28 / \$56

263452163

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

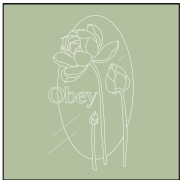
CONTENT: 100% COTTON

WHITE, CUCUMBER, OPAL

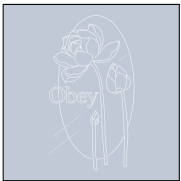
XS S M L XL



WHITE



CUCUMBER



OPAL

D1 - PIGMENT CHOICE BOX TEE

OBEY ILLUMINATE

\$28 / \$56

263452164

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OFF BLACK, PINK CLAY, WHITE

XS S M L XL



OFF BLACK



PINK CLAY



WHITE

D1 - PIGMENT CHOICE BOX TEE

FACE PAINT

\$28 / \$56

263452166

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OPAL, OFF BLACK, PINK CLAY

XS S M L XL



OPAL



OFF BLACK



PINK CLAY

D1 - PIGMENT CHOICE BOX TEE

NEON POPPY

\$28 / \$56

263452168

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

CUCUMBER, RABBITS PAW, OPAL

XS S M L XL



CUCUMBER



RABBITS PAW



OPAL

D1 - PIGMENT CHOICE BOX TEE

OBEY CHERUBS

\$28 / \$56

263452191

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

SAGO, OFF BLACK, RABBITS PAW

XS S M L XL



SAGO



OFF BLACK



RABBITS PAW

D1 - PIGMENT CHOICE BOX TEE

OBEY MOTHS

\$28 / \$56

263452167

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

PINK CLAY, OFF BLACK, OPAL

XS S M L XL



PINK CLAY



OFF BLACK



OPAL

D1 - PIGMENT CHOICE BOX TEE

OBEY STRAWBERRY

\$28 / \$56

263452169

DESCRIPTION: PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OPAL, PINK CLAY, WHITE

XS S M L XL



OPAL



PINK CLAY



WHITE

D1 - PIGMENT CHOICE BOX TEE

OBEY LOTUS MIRROR

\$30 / \$60

263492163

DESCRIPTION: TIE DYED PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

ALOE GEL OVERSIZED SIPRAL, OLIVE OIL OVERSIZED SPIRAL

XS S M L XL



ALOE GEL OVERSIZED SPIRAL



OLIVE OIL OVERSIZED SPIRAL

D1 - TIE DYE PIGMENT CHOICE BOX TEE

OBEY STRAWBERRY

\$30 / \$60

263492169

DESCRIPTION: TIE DYED PIGMENT DYED OVERSIZED BOX T-SHIRT

CONTENT: 100% COTTON

OLIVE OIL OVERSIZED SPIRAL, ALOE GEL OVERSIZED SIPRAL

XS S M L XL



ALOE GEL OVERSIZED SPIRAL

OLIVE OIL OVERSIZED SPIRAL

D1 - TIE DYE PIGMENT CHOICE BOX TEE

OBEY REGENT

\$28 / \$56

263502170

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

OFF BLACK, TURQUOISE TONIC, SAGO

XS S M L XL



OFF BLACK



TURQUOISE TONIC



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY SPREAD LOVE

\$28 / \$56

263502171

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK, RABBITS PAW

XS S M L XL



SAGO



OFF BLACK



RABBITS PAW

D1 - ORGANIC VINTAGE TEE

PROTECT AND RESPECT

\$28 / \$56

263502172

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

RABBITS PAW, OFF BLACK, SAGO

XS S M L XL



RABBITS PAW



OFF BLACK



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY EMPOWER

\$28 / \$56

263502173

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

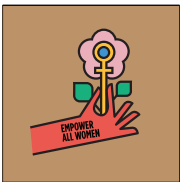
CONTENT: 100% ORGANIC COTTON

OFF BLACK, RABBITS PAW, SAGO

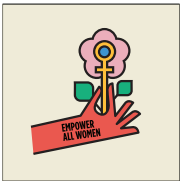
XS S M L XL



OFF BLACK



RABBITS PAW



SAGO

D1 - ORGANIC VINTAGE TEE

DON'T DROP THE VAS

\$28 / \$56

263502174

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

SAGO, OFF BLACK, RABBITS PAW

XS S M L XL



SAGO



OFF BLACK



RABBITS PAW

D1 - ORGANIC VINTAGE TEE

OBEY NURTURE PEACE

\$28 / \$56

263502175

DESCRIPTION: ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

TURQUOISE TONIC, OFF BLACK, SAGO

XS S M L XL



TURQUOISE TONIC



OFF BLACK



SAGO

D1 - ORGANIC VINTAGE TEE

OBEY REGENT

\$30 / \$60

263522170

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

PINK AMETHYST TIE DYE, ALOE GEL TIE DYE

XS S M L XL



PINK AMETHYST TIE DYE



ALOE GEL TIE DYE

D1 - TIE DYE ORGANIC VINTAGE TEE

OBEY SPREAD LOVE

\$30 / \$60

263522171

DESCRIPTION: TIE DYED ORGANIC LIGHTWEIGHT CREWNECK T-SHIRT

CONTENT: 100% ORGANIC COTTON

ALOE GEL TIE DYE, PINK AMETHYST TIE DYE

XS S M L XL



ALOE GEL TIE DYE



PINK AMETHYST TIE DYE

D1 - TIE DYE ORGANIC VINTAGE TEE

OBEY BABY BOLD

\$25 / \$50

263412176

DESCRIPTION: TANK TOP

CONTENT: 100% COTTON

RABBITS PAW, OFF BLACK, PINK CLAY

XS S M L XL



RABBITS PAW



OFF BLACK



PINK CLAY

D1 - LUNA TANK

OBEY STRAWBERRY

\$25 / \$50

263412148

DESCRIPTION: TANK TOP

CONTENT: 100% COTTON

WHITE, PINK CLAY, OPAL

XS S M L XL



WHITE



PINK CLAY



OPAL

D1 - LUNA TANK

OBEY MINI MUSHIES

\$25 / \$50

263412150

DESCRIPTION: TANK TOP

CONTENT: 100% COTTON

OPAL, PINK CLAY, WHITE

XS S M L XL



OPAL



PINK CLAY



WHITE

D1 - LUNA TANK

OBEY NOTHING LOVE EVERYONE

\$25 / \$50

263412153

DESCRIPTION: TANK TOP

CONTENT: 100% COTTON

PINK CLAY, OFF BLACK, WHITE

XS S M L XL



PINK CLAY



OFF BLACK



WHITE

D1 - LUNA TANK

OBEY BABY BOLD

\$28 / \$56

263672176

DESCRIPTION: TIE DYE TANK TOP

CONTENT: 100% COTTON

TURQUOISE TONIC SPACED BLOTCH, MANGO SORBET SPACED BLOTCH

XS S M L XL



TURQUOISE TONIC SPACED BLOTCH



MANGO SORBET SPACED BLOTCH

D1 - TIE DYE LUNA TANK

OBEY MINI MUSHIES

\$28 / \$56

263672150

DESCRIPTION: TIE DYE TANK TOP

CONTENT: 100% COTTON

MANGO SORBET SPACED BLOTCH, TURQUOISE TONICE SPACED BLOTCH

XS S M L XL



MANGO SORBET SPACED BLOTCH



TURQUOISE TONIC SPACED BLOTCH

D1 - TIE DYE LUNA TANK