

OBEY

SUMMER 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

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 JAUNT 6 PANEL STRAPBACK

100580347

UNBLEACHED





OBEY JAUNT 6 PANEL STRAPBACK

100580347

LIGHT INDIGO





OBEY RIFF 6 PANEL SNAPBACK

100580346

SKY BLUE MULTI,





OBEY RIFF 6 PANEL SNAPBACK

100580346

UNBLEACHED MULTI





OBEY PEACE PAW 6 PANEL SNAPBACK

100580345

DARK CEDAR MULTI





OBEY PEACE PAW 6 PANEL SNAPBACK

100580345

UNBLEACHED MULTI





OBEY SLUG 5 PANEL SNAPBACK

100490112

BLACK





OBEY SLUG 5 PANEL SNAPBACK

100490112

PALM LEAF





OBEY

OBEY TRANSPORT 5 PANEL SNAPBACK

100490111

KHAKI





OBEY TRANSPORT 5 PANEL SNAPBACK

100490111

BLACK





OBEY

OBEY LAMB 6 PANEL CLASSIC SNAPBACK

100580344

DARK CEDAR





OBEY DANCE 5 PANEL SNAPBACK

100580344

BLACK





OBEY BUZZIN 6 PANEL CLASSIC SNAPBACK

100580343

IRISH CREAM MULTI





OBEY BUZZIN 6 PANEL CLASSIC SNAPBACK

100580343

DARK CEDAR MULTI





OBEY SUNSHINE FOAM TRUCKER

100500035

BROWN MULTI





OBEY SUNSHINE FOAM TRUCKER

100500035

BLACK MULTI





OBEY THORNZ TWILL TRUCKER

100500037

BLACK





OBEY THORNZ TWILL TRUCKER

100500037

SEPIA





OBEY OKAY FOAM TRUCKER

100500036

TRUE BLUE





OBEY OKAY FOAM TRUCKER

100500036

BLACK





OBEY ANGEL MESH TRUCKER

100500034

BLACK





OBEY ANGEL MESH TRUCKER

100500034

TRUE BLUE





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

TURQUOISE





BOLD CENTURY BUCKET HAT

100520061

BLACK





OBEY

OBEY ODDS BUCKET HAT

100520081

PALM LEAF





OBEY ODDS BUCKET HAT

100520081

BLACK





OBEY

OBEY SUNSHINE BUCKET HAT

100520082

OFF WHITE





OBEY SUNSHINE BUCKET HAT

100520082

TRUE BLUE





OBEY EXPAND BUCKET HAT

100520083

UNBLEACHED MULTI





OBEY EXPAND BUCKET HAT

100520083

CELERY JUICE MULTI







BAGS

WASTED HIP BAG

100010098

DENIM





WASTED HIP BAG

100010098

BLACK TWILL





COMMUTER WAIST BAG

100010126

PURPLE MULTI





COMMUTER WAIST BAG

100010126

BLACK





OBEY

CONDITIONS TRAVELER BAG III

100010135

PURPLE MULTI





CONDITIONS TRAVELER BAG III

100010135

BLACK





UPSHOT TOTEBAG

D1 - BAGS

100010146

UNBLEACHED MULTI






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

D1 - 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

D1 - ACCESSOIRES

100050026

BLACK, UNBLEACHED, LAVENDER SILK







OBEY WAVY BELT

D1 - ACCESSOIRES

100050037

UNBLEACHED MULTI, BLACK MULTI





OBEY SNAKE DRESS BELT

100050036

TAN



OBEY ICON AIR FRESHENER

100680003

BLACK MULTI

OBEY CHERUBS AIR FRESHENER

100680010

BLACK MULTI



OBEY ICON METAL KEYCHAIN

100160021

WHITE

OBEY ICON DRINKING GLASS

100040000

CLEAR

OBEY ICON MUG

100630005

WHITE

STICKER PACK 5

100270012

O/S

STICKER PACK 2

100270001

O/S

OBEY BOLD

326002349

O/S

LARGE ICON FACE FRAMED PRINT

D1 - ACCESSOIRES

326000174

O/S