



# OBEY

SUMMER 2023 | 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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949.596.8400





# HEADWEAR



OBEY BOLD PEACE SIGN STRAP BACK HAT

D1 -HEADWEAR

200140147

LIGHT INDIGO



OBEY BOLD PEACE SIGN STRAP BACK HAT

200140147

UNBLEACHED





RUE STRAP BACK HAT

D1 -HEADWEAR

200140150

BLACK



CHERUBS BUCKET HAT

200520022

UNBLEACHED, LAVENDER FIELDS





BRIELLE SWEATER KNIT BUCKET HAT

D1 -HEADWEAR

200520023

GREEN FIG MULTI



BRIELLE SWEATER KNIT BUCKET HAT

200520023

UNBLEACHED MULTI





**SOCKS**



**TENNIS**  
**TRAINING**  
25-40 & 500

Soul Finding Phil & Mover  
**DRUM & BAS**





COOP SOCK

D1 - SOCKS

200260070

WHITE / DIGITAL LAVENDER, WHITE / BLACK



COOP SOCK

200260070

WHITE / CELERY JUICE





OBHEY CHERUBS SOCKS

D1 - SOCKS

200260084

CELERY JUICE, PURPLE FLOWER



OBHEY CHERUBS SOCKS

D1 - SOCKS

200260084

WHITE MULTI







**BAGS**

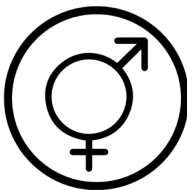


WASTED HIP BAG

100010098

DENIM

D1 - BAGS



WASTED HIP BAG

100010098

BLACK TWILL





COMMUTER WAIST BAG

100010126

PURPLE MULTI

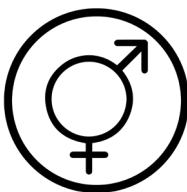
D1 - BAGS



COMMUTER WAIST BAG

100010126

BLACK





CONDITIONS TRAVELER BAG III

100010135

PURPLE MULTI

D1 - BAGS



CONDITIONS TRAVELER BAG III

100010135

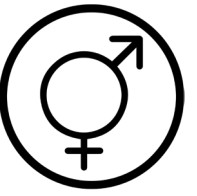
BLACK





UPSHOT TOTE BAG  
100010146  
UNBLEACHED MULTI

D1 - BAGS





# ACCESSORIES



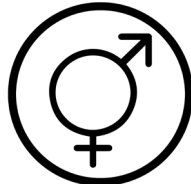


**BIG BOY WEB BELT**

**100050026**

BLACK, UNBLEACHED, LAVENDER SILK

D1 - ACCESSOIRES





**OBEY WAVY BELT**

**100050037**

UNBLEACHED MULTI, BLACK MULTI

D1 - ACCESSOIRES



**OBEY SNAKE DRESS BELT**

**100050036**

TAN

