

CRTV // SCTY

Collectively  
Created  
// Individually  
Expressed

USA // CALIFORNIA  
Reg. No. 3-528-874  
2 0 0 7



FA-16

LIRA MFG.  
CO.

// FA-16



CRTV | SCTY

Collectively  
Created

Individually  
Expressed

## LIRA CLOTHING CO.

LIRA is a lifestyle brand that has set out to assemble an institute that cultivates creativity. A culmination of efforts have led to the establishment of LIRA's CREATIVE SOCIETY ~ A community that influences their generation by sharing the expressive talents of athletes, artist, musicians, designers, and photographers.

LIRA's plan is to broaden the view of fashion in the action sports market by integrating the personality of the creative culture. LIRA's ability to consistently evolve with the collective consciousness of the consumer enables them to venture beyond the boundaries of traditional action sports apparel.

Rooted in Southern California, LIRA's designs unify a curated mix of expression from the surf, skate, and street culture. LIRA is about connecting, engaging, and celebrating with its creative collaborators; elevating the lifestyle they represent.

LIRA is Collectively Created, Individually Expressed.



L I K E - M I N D E D  
I N D I V I D U A L S  
R E P R E S E N T I N G  
A R T

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FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



**L4030 HUNTER**

BLACK | OLIVE  
S - XXL | 100% Polyester  
USA: w/s \$44 msrp \$90

CAN: w/s \$55 msrp \$110



**L4002 COMPANY**

BLACK | KHAKI  
S - XXL | 100% Cotton  
USA: w/s \$44 msrp \$90

CAN: w/s \$50 msrp \$100

LIRA MENS



**L4001 BRONSON**

BLACK  
S - XXL | 80% Nylon 20% Cotton  
USA: w/s \$29 msrp \$60    CAN: w/s \$35 msrp \$70



CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH





**L4003 DEBO**

GREEN | BLACK  
S - XXL | 50% Wool 50% Polyester  
USA: w/s \$39 msrp \$80    CAN: w/s \$45 msrp \$90

FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
MADE IN THE USA  
CARRY OVER



**L4004 CALVIN**

INDIGO | LT.BLUE  
S - XXL | 100% Cotton  
USA: w/s \$39 msrp \$80    CAN: w/s \$45 msrp \$90



**L4005 METRO**

BLACK  
S - XXL | 100% Polyester Urethane  
USA: w/s \$44 msrp \$90    CAN: w/s \$50 msrp \$100



SHIP DATE | 7/1/16



**L4010 TECHNIQUE**

BLACK | H.GRAY  
S - XXL | 55% Polyester 45% Cotton  
USA: w/s \$31 msrp \$64    CAN: w/s \$35 msrp \$70



**L4011 SANTOS**

BLACK | NAVY  
S - XXL | 55% Polyester 45% Cotton  
USA: w/s \$29 msrp \$60    CAN: w/s \$40 msrp \$80



CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH





**L4012 MCFLY**

BLACK | KHAKI  
S - XXL | 100% Cotton / 100% Polyester  
USA: w/s \$39 msrp \$80    CAN: w/s \$50 msrp \$100



**L4023 TANNEN**

OLIVE | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$25 msrp \$52    CAN: w/s \$30 msrp \$60



**L4024 EMMETT**

V.WHITE | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$25 msrp \$52    CAN: w/s \$30 msrp \$60



**L4025 MARTY**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$25 msrp \$52    CAN: w/s \$30 msrp \$60



**L2914 SPLIT**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$26 msrp \$54    CAN: w/s \$30 msrp \$60



FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
MADE IN THE USA  
CARRY OVER





**L4029 OMBRE**

GREEN | NAVY

S - XXL | 100% Polyester

USA: w/s \$27 msrp \$56

CAN: w/s \$35 msrp \$70



**L4028 DUVALL**

BLACK | NAVY

S - XXL | 100% Polyester

USA: w/s \$27 msrp \$56

CAN: w/s \$35 msrp \$70



**L4032 HARRIS**

NAVY | V.WHITE

S - XXL | 100% Cotton

USA: w/s \$29 msrp \$60

CAN: w/s \$40 msrp \$80



**L4031 HOBBE**

BLUE | BLACK

S - XXL | 100% Cotton

USA: w/s \$27 msrp \$56

CAN: w/s \$35 msrp \$70

CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



LIRA MENS

L I R A D E N I M

C O L L E C T I O N

F A - 1 6



BLUE



BLACK

**L4044 STRABLER**

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$36 msrp \$74

CAN: w/s \$45 msrp \$90



BLUE



BLACK

**L4045 BLEEKER**

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$36 msrp \$74

CAN: w/s \$45 msrp \$90

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





BLUE

BLACK

**L4046 BAXTER**

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$29 msrp \$60

CAN: w/s \$35 msrp \$70

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLUE

BLACK

**L4047 ELLIS**

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$28 msrp \$58

CAN: w/s \$35 msrp \$70



BLACK



KHAKI

**L4048 HANNEGAN**

BLACK | KHAKI  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex

USA: w/s \$34 msrp \$70

CAN: w/s \$45 msrp \$90



H.GRAY



BLACK

**L4049 TRAVIS**

H.GREY | BLACK  
S-XXL | 55% Polyester 45% Cotton

USA: w/s \$29 msrp \$60

CAN: w/s \$35 msrp \$70

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



SHIP DATE | 7/1/16



BLACK



CHARCOAL



KHAKI



BURGUNDY

**L4050 RODEO**

BLACK | CHARCOAL | DARK KHAKI | BURGUNDY

S - XXL | 98% Cotton 2% Spandex

USA: w/s \$27 msrp \$56      CAN: w/s \$35 msrp \$70



FOUR WAY STRETCH



SWIM CATALOG



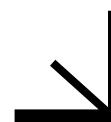
EXTENDED LENGTH



MADE IN THE USA



CARRY OVER





BLACK



BURGUNDY



CHARCOAL



DARK KHAKI

**L4051 CRAWLER**

BLACK | BURGUNDY | CHARCOAL | DARK KHAKI

S - XXL | 98% Cotton 2% Spandex

USA: w/s \$27 msrp \$56      CAN: w/s \$35 msrp \$70



BLACK



CHARCOAL



DARK KHAKI

**L4054 CARDINAL**

BLACK | CHARCOAL | DARK KHAKI

S - XXL | 98% Cotton 2% Spandex

USA: w/s \$27 msrp \$56      CAN: w/s \$35 msrp \$70

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





**L4052 CHANCE**

BLACK

S - XXL | 35% Cotton 51% Poly13% Viscose 1% Spandex

USA: w/s \$29 msrp \$60      CAN: w/s \$35 msrp \$70

FOUR WAY STRETCH



SWIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER



OLIVE



KHAKI



CHARCOAL



BLACK

**L4053 PALMER**

OLIVE | KHAKI | CHARCOAL | BLACK

28, 30, 32, 34, 36, 38, 40

98% Cotton 2% Spandex

USA: w/s \$29 msrp \$60      CAN: w/s \$35 msrp \$70





BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

**L1302 CROSSROAD**

BLACK | CHAR | KHAKI | BURG | NAVY | CLAY | SAGE | STONE | CAMO  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$26 msrp \$54      CAN: w/s \$32.5 msrp \$65



BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

**L2070 WEEKEND**

BLACK | CHAR | KHAKI | BURG | NAVY | CLAY | SAGE | STONE | CAMO  
28, 30, 32, 34, 36, 38, 40  
96% Cotton 5% Spandex  
USA: w/s \$25 msrp \$50      CAN: w/s \$32.5 msrp \$65



BLACK



CHARCOAL



KHAKI



NAVY

**L2853 HOLIDAY**

BLACK | CHAR | KHAKI | NAVY  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex

USA: w/s \$26 msrp \$54

CAN: w/s \$32.5 msrp \$70



BLUE



BLACK

**L2208 VINTAGE DENIM JOGGER**

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex

USA: w/s \$30 msrp \$60

CAN: w/s \$35 msrp \$70



FOUR WAY STRETCH



SWIM CATALOG



EXTENDED LENGTH



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CARRY OVER



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





**L4056 S.O.S**

NAVY | BLACK  
S - XXL | 50% Cotton 50% Spandex  
USA: w/s \$28 msrp \$56    CAN: w/s \$30 msrp \$60



**L4057 FALLEN**

OLIVE | BLACK  
S - XXL | 95% Cotton 5% Spandex  
USA: w/s \$27 msrp \$54    CAN: w/s \$30 msrp \$60



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



**L4058 SIGNAL**

NAVY | CHARCOAL  
S - XXL | 50% Cotton 50% Spandex  
USA: w/s \$28 msrp \$56    CAN: w/s \$30 msrp \$60



**L4059 TROY**

CHARCOAL | BLACK  
S - XXL | 95% Cotton 5% Spandex  
USA: w/s \$22 msrp \$44    CAN: w/s \$27 msrp \$54





**L4060 BLOSSOM**

BLACK | IVORY  
 S - XXL | 95% Cotton 5% Spandex  
**USA:** w/s \$20 msrp \$40    **CAN:** w/s \$27 msrp \$54



**L4061 NOISE**

WHITE | CHARCOAL  
 S - XXL | 100% Cotton  
**USA:** w/s \$20 msrp \$40    **CAN:** w/s \$27 msrp \$54



**L4062 ELEMENTS**

IVORY | BLACK  
 S - XXL | 100% Cotton  
**USA:** w/s \$20 msrp \$40    **CAN:** w/s \$27 msrp \$54



**L4065 RAYMOND**

WHITE | BLACK  
 S - XXL | 100% Cotton  
**USA:** w/s \$29 msrp \$60    **CAN:** w/s \$35 msrp \$70



**L4066 WOODROW**

BLACK | IVORY  
 S - XXL | 100% Cotton  
**USA:** w/s \$29 msrp \$60    **CAN:** w/s \$35 msrp \$70

CARRY OVER  
 MADE IN THE USA  
 EXTENDED LENGTH  
 SWIM CATALOG  
 FOUR WAY STRETCH





**L4078 ESSENTIALS**

OLIVE | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$22 msrp \$45      CAN: w/s \$25 msrp \$50



**L4079 SEASONAL**

IVORY | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$24 msrp \$50      CAN: w/s \$30 msrp \$60

FOUR WAY STRETCH

SWIM CATALOG

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**L4063 ECHELON**

IVORY | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$22 msrp \$44      CAN: w/s \$30 msrp \$60



**L4064 CONTACT**

BLACK | BLUE  
S - XXL | 100% Cotton  
USA: w/s \$22 msrp \$44      CAN: w/s \$30 msrp \$60



**L4080 HUEY**

IVORY | H-GRAY  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34      CAN: w/s \$22 msrp \$44



**L4081 PARALLEL**

OLIVE | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34      CAN: w/s \$22 msrp \$44



**L4082 PROPER**

IVORY | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34

CAN: w/s \$22 msrp \$44



**L4083 STANDARD**

WHITE | OLIVE  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34

CAN: w/s \$22 msrp \$44



**L4084 FUTURA**

IVORY | NAVY  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34

CAN: w/s \$22 msrp \$44



**L4085 SIDELINE**

NAVY | IVORY  
S - XXL | 100% Cotton  
USA: w/s \$18 msrp \$36

CAN: w/s \$22 msrp \$44



**L4086 AUTUMN**

OLIVE | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34

CAN: w/s \$22 msrp \$44



**L4087 CARNATION**

IVORY | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$17 msrp \$34

CAN: w/s \$22 msrp \$44



CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH



**L4200 CAMP**

WHITE | BLACK | OLIVE  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$18 msrp \$36



**L4199 ROYCE**

BLACK | BURGUNDY | NAVY  
S - XXL | 100% Cotton  
USA: w/s \$16 msrp \$32

CAN: w/s \$18 msrp \$36



**L2637 KIWI**

WHITE | BLACK | H.GRAY  
S - XXL | 100% Cotton  
USA: w/s \$20 msrp \$40

CAN: w/s \$25 msrp \$50



**L4201 BENNY**

BLACK | BURGUNDY | NAVY  
S - XXL | 100% Cotton  
USA: w/s \$21 msrp \$41

CAN: w/s \$26 msrp \$52



**L4202 LEON**

WHITE | BLACK | H.GRAY  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$18 msrp \$36



**L4203 EARL**

BLACK | NAVY | OLIVE  
S - XXL | 100% Cotton  
USA: w/s \$16 msrp \$32

CAN: w/s \$18 msrp \$36



FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
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FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
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**L4101 MEMBERS**

WHITE | BLACK  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$16 msrp \$32



**L4102 STRANDED**

NAVY | H-GRAY  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$16 msrp \$32



**L4103 PEBBLE**

BLACK | H-GRAY  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$16 msrp \$32



**L4104 WONDERLAND**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$15 msrp \$30

CAN: w/s \$16 msrp \$32

CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH





**L4114 BLISS**

BLACK | NAVY  
S - XXL | 100% Cotton  
USA: w/s \$12 msrp \$24

CAN: w/s \$15 msrp \$30



**L4114 BLISS**

ACID BLACK | BLUE  
S - XXL | 100% Cotton  
USA: w/s \$14 msrp \$28

CAN: w/s \$15 msrp \$30



**L4115 COMPOSITION**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$12 msrp \$24

CAN: w/s \$15 msrp \$30



**L4115 COMPOSITION**

PEPPER | CONCRETE  
S - XXL | 50% Cotton 50% Polyester  
USA: w/s \$13 msrp \$26

CAN: w/s \$15 msrp \$30



**L4116 DAYS**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$12 msrp \$24

CAN: w/s \$15 msrp \$30



**L4116 DAYS**

OLIVE | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$14 msrp \$28

CAN: w/s \$16 msrp \$32



CARRY OVER



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EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
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**L4117 SHINE**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$12 msrp \$24

CAN: w/s \$15 msrp \$30



**L4117 SHINE**

MIDNIGHT BLACK | H-GRAY  
S - XXL | 50% Cotton 50% Polyester  
USA: w/s \$13 msrp \$26

CAN: w/s \$15 msrp \$30



**L4118 SQUAD**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$12 msrp \$24

CAN: w/s \$15 msrp \$30



**L4118 SQUAD**

OLIVE | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$14 msrp \$28

CAN: w/s \$16 msrp \$32





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**L4119 SQUARE**

BLACK | WHITE  
S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24      CAN: w/s \$15 msrp \$30



**L4119 SQUARE**

ACID BLACK | ACID WHITE  
S - XXL | 100% Cotton

USA: w/s \$14 msrp \$28      CAN: w/s \$16 msrp \$32

FOUR WAY STRETCH

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**L4120 TREASURE**

BLACK | WHITE  
S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24      CAN: w/s \$15 msrp \$30



**L4120 TREASURE**

ACID BLACK | ACID NAVY  
S - XXL | 100% Cotton

USA: w/s \$14 msrp \$28      CAN: w/s \$16 msrp \$32



**L4121 VINE**

BLACK | WHITE  
S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24      CAN: w/s \$15 msrp \$30



**L4121 VINE**

CONCRETE | H-GRAY  
S - XXL | 50% Cotton 50% Polyester

USA: w/s \$13 msrp \$26      CAN: w/s \$15 msrp \$30



**L4132 AUTUMN**

BLACK  
1SFA | 100% Cotton  
USA: w/s \$15 msrp \$30    CAN: w/s \$20 msrp \$40



**L4133 SCHOLAR**

BLACK | REVERSABLE  
1SFA | 100% Cotton  
USA: w/s \$15 msrp \$30    CAN: w/s \$20 msrp \$40



**L4134 SHOP**

OLIVE | BLACK  
1SFA | 100% Cotton  
USA: w/s \$15 msrp \$30    CAN: w/s \$20 msrp \$40



**L4135 CASTAWAY**

V.WHITE | NAVY  
1SFA | 100% Cotton  
USA: w/s \$14 msrp \$28    CAN: w/s \$20 msrp \$40



**L4136 SQUAD**

BLACK | BURGUNDY  
1SFA | 100% Cotton  
USA: w/s \$14 msrp \$28    CAN: w/s \$20 msrp \$40



**L4137 SLATER**

BLACK | BLUE  
1SFA | 100% Cotton  
USA: w/s \$14 msrp \$28    CAN: w/s \$20 msrp \$40



**L4138 RALPH**

BLACK | BLU  
1SFA | 100% Cotton  
USA: w/s \$14 msrp \$28    CAN: w/s \$20 msrp \$40

CARRY OVER  
MADE IN THE USA  
EXTENDED LENGTH  
SWIM CATALOG  
FOUR WAY STRETCH

LIRA MANUFACTURING CO.  
CRTV // SCTY  
INDIVIDUALLY EXPRESSED  
COLLECTIVELY CREATED  
Reg.No. 3-578-874

**EA-16**