

CRTV // SCTY

Collectively
Created
// Individually
Expressed

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

LIRA MFG.
CO.

// FA-16



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

SALES CONTACTS

LIRA CLOTHING
5521 SCHAEFER AVE
CHINO, CA 91710
O. 714-276-1155
F. 714-276-1156

BRIAN BARLOW
NATIONAL SALES MGR
D. 562-889-2717
barlow@liraclotthing.com

BRAD BERGENTHAL
MENS ~ CALIFORNIA, NEVADA &
ARIZONA
C. 714. 343.5910
bradbergenthal@gmail.com

CHRISSIE BRUMFIELD
WOMENS ~ NATIONAL SALES
C. 949. 274.1340
chrissieb1213@gmail.com

JULIE WATERS
HAWAII & GUAM
C. 808.780.4718
juliewaters@prodigy.net

ROBERT CILENTO
TRI STATE & N. MID ATLANTIC
C. 848.992.0009
robertcilentto@yahoo.com

RYAN LANGHORNE
SOUTHEAST & S. MID ATLANTIC
C. 321.795.5892
r.langhorne1@gmail.com

LUIS VALLADARES
PUERTO RICO & CENTRAL AMERICA
C. 787.370.9286
luis14v@gmail.com

ERIK KAUFMAN
KELSEY YOUNG
WA, OR, ID, AK
C. 425.503.7433
erik.s.kaufman@gmail.com
kelseymckerin@gmail.com

INTERNATIONAL

MARC-A. SAUCIER
CANADIAN SALES MGR
C. 514.919.6775
marc@liraclotthing.com

JON H. GENIER
QUEBEC & MARITIME
C. 450.542.0396
Jonh@agencejg.com

HEATHER FOXCROFT
ALBERTA, SASKATCHEWAN,
MANITOBA & BC
C. 403.707.5033
hjfoxcroft@gmail.com

MARNY TREMBLAY
ALBERTA, SASKATCHEWAN,
MANITOBA & BC
C. 604.347.9212
marny@newniquerep.com



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

J2402 AFTERHOURS - JACKET

BLACK | BURGUNDY
XS - L | 100% Vegan Leather
USA: w/s \$40 msrp \$82 CAN: w/s \$52 msrp \$104

J2412 JALEN - DRESS

BLACK | BURGUNDY
XS - L | 95% Rayon 5% Spandex
USA: w/s \$26 msrp \$54 CAN: w/s \$30 msrp \$60



J2400 WONDERWALL - DUSTER

CHARCOAL | BLACK
XS - L | 100% Polyester
USA: w/s \$28 msrp \$58 CAN: w/s \$35 msrp \$70

J2413 AZALEA - DRESS

BLACK | BURGUNDY
XS - L | 100% Polyester
USA: w/s \$23 msrp \$48 CAN: w/s \$26 msrp \$52



J2419 EVERLY - JOGGER

BLACK | CHARCOAL
XS - L | 96% Rayon 4% Spandex
USA: w/s \$20 msrp \$42 CAN: w/s \$25 msrp \$50



J2427 DAKOTA - TUNIC

BURGUNDY | BLACK
XS - L | 100% Rayon
USA: w/s \$19 msrp \$40 CAN: w/s \$25 msrp \$50



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



J2408 EDISION - VEST

GREY | BLACK
XS - L | 100% Polyester
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60



J2410 LEXIA - ROMPER

BLACK | IVORY
XS - L | 100% Polyester
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60



J2429 AUSTIN - TOP

MOCHA | IVORY
XS - L | 100% RAYON
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60



J2426 STAY WEIRD - TUNIC

BLACK | IVORY
XS - L | 100% Modal
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50





J2428 BREEZIN - TOP

IVORY | BURGUNDY | BLACK
XS - L | 96% Rayon 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2423 FULL THROTTLE - LEGGING

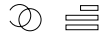
BLACK | BURGUNDY
XS - L | 95% Polyester 5% Spandex TRIM: 100% Vegan Leather
USA: w/s \$22 msrp \$46 CAN: w/s \$27 msrp \$54





J1944 JOANE - TUNIC

BLACK | BURGUNDY | IVORY
XS - L | 96% Rayon 4% Spandex



USA: w/s \$18 msrp \$38 CAN: w/s \$22.50 msrp \$45



CARRY OVER
MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



J2404 ROSEMARY - SWEATER

BLACK | KHAKI
XS - L | 100% Acrylic

USA: w/s \$26 msrp \$54 CAN: w/s \$30 msrp \$60



J2424 JUNIPER - SKIRT

BLACK
XS - L | 100% Vegan Leather

USA: w/s \$26 msrp \$54 CAN: w/s \$30 msrp \$60



J2401 STATESIDE - JACKET

BLACK
XS - L | 100% Vegan Leather TRIM: 100% Cotton
USA: w/s \$44 msrp \$90 CAN: w/s \$50 msrp \$100

J2430 SLIPAWAY - TUNIC

BLACK | IVORY
XS - L | 100% Rayon
USA: w/s \$23 msrp \$48 CAN: w/s \$28 msrp \$56



J2414 LUNA - DRESS

MUSTARD | BLACK
XS - L | 100% Polyester
USA: w/s \$26 msrp \$54 CAN: w/s \$32 msrp \$64



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2416 AMAROSA - DRESS

BLACK | BURGUNDY
XS - L | 100% Rayon

USA: w/s \$26 msrp \$54 CAN: w/s \$32 msrp \$64



J2405 GO WILD - CARDIGAN

BLACK | MUSTARD
XS - L | 100% Acrylic

USA: w/s \$28 msrp \$58 CAN: w/s \$35 msrp \$70



J2409 DREAMCHASER - ROMPER

BLACK | IVORY
XS - L | 100% Rayon

USA: w/s \$32 msrp \$66 CAN: w/s \$40 msrp \$80



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2438 ALEXANDRA - BODYSUIT

BLACK | IVORY
XS - L | 95% Cotton 5% Spandex
USA: w/s \$19 msrp \$40 CAN: w/s \$23 msrp \$46



J2425 LAWSON - OVERALL SKIRT

BURGUNDY | BLACK
XS - L | 95% Cotton 5% Spandex
USA: w/s \$22 msrp \$46 CAN: w/s \$27 msrp \$54



J2406 LEXINGTON - SWEATER

BLACK | IVORY

XS - L | 100% Acrylic

USA: w/s \$24 msrp \$50

CAN: w/s \$28 msrp \$56



J2436 GWEN - SWEATER

BLACK | GREY

XS - L | 100% Cotton TRIM: 100% Faux Suede

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

CAN: w/s \$32 msrp \$64



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





J2432 ATLAS - TOP

BLACK | BURGUNDY | IVORY
XS - L | 96% Rayon 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2418 LEGENDS - JOGGER

BURGUNDY | BLACK
XS - L | 98% Cotton 2% Spandex
USA: w/s \$24 msrp \$50 CAN: w/s \$28 msrp \$56





J2434 MOONSTRUCK - TOP

BLACK | BURGUNDY
XS - L | 100% Rayon
USA: w/s \$22 msrp \$46 CAN: w/s \$27 msrp \$54



J2420 GENEVA - BELL PANT

BURGUNDY | BLACK
XS - L | 96% Rayon 4% Spandex
USA: w/s \$20 msrp \$42 CAN: w/s \$27 msrp \$54

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



J2403 LIVIN FREE - JACKET

BLACK | LT.BLUE
XS - L | 100% Cotton
USA: w/s \$40 msrp \$82 CAN: w/s \$45 msrp \$90



J2415 DALLAS - DRESS

BLACK | BURGUNDY
XS - L | 100% Polyester
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60



J2417 NIGHT WALKER - DRESS

BLACK | GREY
XS - L | 95% Polyester 5% Spandex
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60





FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2407 PIONEER - SWEATER

BLACK | IVORY
XS - L | 100% Acrylic
USA: w/s \$26 msrp \$54 CAN: w/s \$32 msrp \$64



J2422 KEEPSAKE - DENIM

LT.BLUE | BLACK
25 - 31 | 100% Cotton
USA: w/s \$29 msrp \$60 CAN: w/s \$35 msrp \$70

SHIP DATE | 8/1/16



J2435 DALLAS - TOP

BURGUNDY | BLACK
XS - L | 100% Polyester
USA: w/s \$19 msrp \$40 CAN: w/s \$22 msrp \$44



J2431 FIONA - TUNIC

BLACK | BURGUNDY
XS - L | 60% Modal 35% Polyester 5% Spandex
USA: w/s \$24 msrp \$50 CAN: w/s \$30 msrp \$60



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



J2411 SATURDAZE - PLAYSUIT

BLACK | BURGUNDY

XS - L | 95% Rayon 5% Spandex

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

CAN: w/s \$32 msrp \$64



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



J2437 HEATED - FLEECE

BLACK | BURGUNDY
XS - L | 95% Cotton 5% Spandex
USA: w/s \$26 msrp \$54 CAN: w/s \$35 msrp \$70



J2433 TERRI - THERMAL

IVORY | BLACK | BURGUNDY
XS - L | 96% Modal 4% Spandex
USA: w/s \$15 msrp \$30 CAN: w/s \$18 msrp \$36





J2479 LILAH - BRALETTE

BLACK | BURGUNDY
XS - L | 96% Nylon 4% Spandex TRIM: 100% Cotton
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2480 BLAIR - BRALETTE

BLACK | BURGUNDY
XS - L | 95% Polyester 5% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2477 JULIETTE - BRALETTE

BLACK | MUSTARD
XS - L | 100% Polyester
USA: w/s \$12 msrp \$24 CAN: w/s \$16 msrp \$32



J2475 KILEY - BRALETTE

BLACK | IVORY
XS - L | 98% Polyester 2% Spandex TRIM: 100% Cotton
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32





J2476 PENELOPE - BRALETTE

BLACK | GREY
XS - L | 98% Nylon 2% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2478 PRICILLA - BRALETTE

IVORY | BLACK
XS - L | 98% Polyester 2% Spandex TRIM: 100% Cotton
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



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





J2440 TRIBE

IVORY | BLACK
XS - XL | 196% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2441 TRIBE

BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2442 TRIBE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2443 TRIBE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2444 TRIBE

BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2445 TRIBE

IVORY | BLACK
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35

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





J2446 BOOZY BABES

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2447 BOOZY BABES

BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2448 BOOZY BABES

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2449 BOOZY BABES

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2450 BOOZY BABES

BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2451 BOOZY BABES

BLACK | BURGUNDY
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35





J2452 FLORENTINE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2453 FLORENTINE

IVORY | BLACK
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2454 FLORENTINE

SAGE | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2455 FLORENTINE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2456 FLORENTINE

SAGE | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2457 FLORENTINE

SAGE | BLACK
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35





J2458 COOL KIDS

BLACK | MUSTARD
XS - XL | 196% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2459 COOL KIDS

BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2460 COOL KIDS

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2461 COOL KIDS

MUSTARD | BLACK
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2462 COOL KIDS

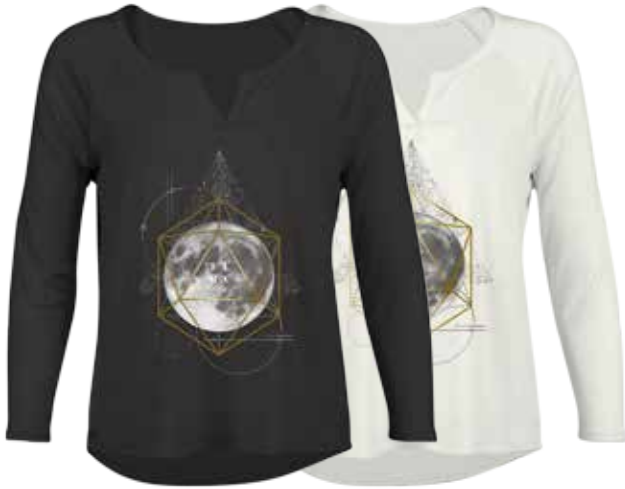
BLACK | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2463 COOL KIDS

BLACK | IVORY
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35





J2464 GEO MOON

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2465 GEO MOON

SAGE | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2466 GEO MOON

BLACK | SAGE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2467 GEO MOON

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2468 GEO MOON

SAGE | IVORY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2469 GEO MOON

BLACK | IVORY
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35





J2470 STAY WEIRD

BURGUNDY | IVORY

XS - XL | 96% Modal 4% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2471 STAY WEIRD

BLACK | IVORY

XS - XL | 50% Cotton 50% Modal

USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2472 STAY WEIRD

IVORY | BLACK

XS - XL | 96% Modal 4% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



J2473 STAY WEIRD

BURGUNDY | IVORY

XS - XL | 96% Rayon 4% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35





J2481 SOLID LONG SLEEVE

BLACK | BURGUNDY | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2482 SOLID RAGLAN

BLACK | IVORY | BURGUNDY
XS - XL | 50% Cotton 50% Modal
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



J2483 SOLID TUNIC

IVORY | BLACK | BURGUNDY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2484 SOLID CREWNECK

BURGUNDY | BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2485 SOLID RINGER

BURGUNDY | IVORY | BLACK
XS - XL | 50% Cotton 50% Modal
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



J2486 SOLID TANK

IVORY | BLACK | BURGUNDY
XS - XL | 96% Rayon 4% Spandex
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32





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

EA-16