



CRTV | SCTY

Collectively
Created

Individually
Expressed



ABANDONED PARADISE
HOLIDAY 16 COLLECTION

LIRA MFG. CO.
REGISTRATION NO.
3-528-874

CRTV // SCTY
2007



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.



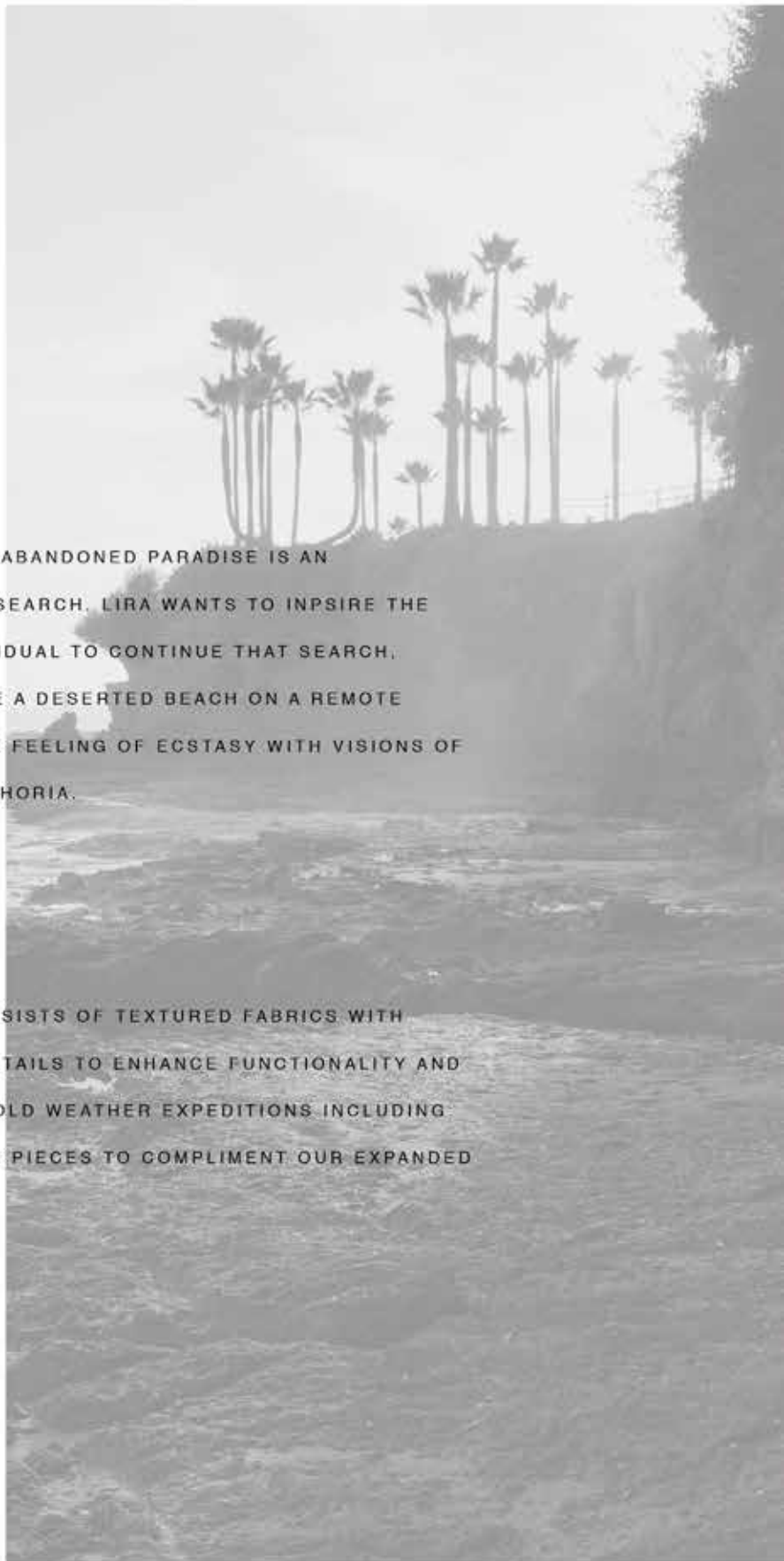
L I K E - M I N D E D
I N D I V I D U A L S
R E P R E S E N T I N G
A R T

ABANDONED PARADISE

FINDING YOUR ABANDONED PARADISE IS AN
EVERLASTING SEARCH. LIRA WANTS TO INPSIRE THE
MODERN INDIVIDUAL TO CONTINUE THAT SEARCH,
WHETHER IT BE A DESERTED BEACH ON A REMOTE
ISLAND OR THE FEELING OF ECSTASY WITH VISIONS OF
ABSOLUTE EUPHORIA.

LIRA MEN'S HOLIDAY 16 COLLECTION CONSISTS OF TEXTURED FABRICS WITH
DURABLE CONSTRUCTION AND SUBTLE DETAILS TO ENHANCE FUNCTIONALITY AND
COMFORT. HOLIDAY 16 IS FOCUSED ON COLD WEATHER EXPEDITIONS INCLUDING
MANY STYLES OF JACKETS AND LAYERING PIECES TO COMPLIMENT OUR EXPANDED
BOTTOMS OFFERING.

FIND YOUR PARADISE...





CARRY OVER
MADE IN THE USA
EXTENDED LENGTH
SNAIL CLOSING
TEAR-AWAY STRAP



LC5000 STOCKTON

BLACK | KHAKI | CAMO
S - XXL | 100% Polyester
USA: w/s \$45 msrp \$90

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



LC5002 BLOOM

BLACK | WHITE
S - XXL | 100% Polyester
USA: w/s \$32 msrp \$64

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



LC5001 ADISON

BLACK | OLIVE
S - XXL | 100% Cotton
USA: w/s \$45 msrp \$90 CAN: w/s \$55 msrp \$110



LC5003 CHAPMAN

MUSTARD
S - XXL | 55% wool 50% polyester
USA: w/s \$49 msrp \$98 CAN: w/s \$60 msrp \$120



LC5004 HOOVER

BLACK | BLUE
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$40 msrp \$80 CAN: w/s \$50 msrp \$100

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



LC5005 NASH

WHITE | RED
S - XXL | 50% Wool 50% Polyester
USA: w/s \$45 msrp \$90 CAN: w/s \$55 msrp \$110



LC5006 PARIS

BLACK | V.WHITE
S - XXL | 100% Sherpa
USA: w/s \$34 msrp \$68 CAN: w/s \$40 msrp \$80





LC5010 CAMBRIDGE

BLACK | H.GRAY
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$31 msrp \$62 CAN: w/s \$35 msrp \$70



LC5011 COLONY

BLACK | H.GRAY
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$34 msrp \$68 CAN: w/s \$40 msrp \$80



LC5012 ROSCOE

BLACK | NAVY
S - XXL | 100% Acrylic
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70





LC5017 BOWERS

MUSTARD | WHITE
- XXL | 100% Cotton
USA: w/s \$28 msrp \$56 CAN: w/s \$32 msrp \$64

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



LC5018 FLASK

BLACK | NAVY
S - XXL | 98% Polyester 2% Spandex
USA: w/s \$29 msrp \$58 CAN: w/s \$35 msrp \$70



LC5026 PLAY

NAVY | RED
S - XXL | 95% Polyester 5% Spandex
USA: w/s \$29 msrp \$58 CAN: w/s \$35 msrp \$70



LC5019 FORMULA

BLACK | V.WHITE
S - XXL | 100% Cotton
USA: w/s \$29 msrp \$58 CAN: w/s \$35 msrp \$70



LC5020 MARVIN

NAVY | V.WHITE
S - XXL | 100% Cotton
USA: w/s \$28 msrp \$56 CAN: w/s \$32 msrp \$64



LC5022 BALI

LT.BLUE | NAVY
S - XXL | 100% Cotton
USA: w/s \$27 msrp \$54 CAN: w/s \$30 msrp \$60

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



BLUE

BLACK

LC4044 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

LC4045 BLEEKER

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

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLUE



BLACK

LC4046 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



BLUE



BLACK

LC4047 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

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



SHIP DATE | 10/1/16



FOR NEW STORES



SMY CANAL



EXTENDED RANGE



MADE IN THE USA



SMY



LIRA MENS



BLACK



KHAKI

LC5023 DARWIN

BLACK | KHAKI
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$37 msrp \$74

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



BLACK



BLUE

LC5024 HUDSON

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

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

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



SHIP DATE | 10/1/16



BLACK



KHAKI

LC4048 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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA
CARRY OVER



LIRA MENS



BLACK



CHARCOAL



KHAKI



BURGUNDY

LC4050 RODEO

BLACK | CHARCOAL | DARK KHAKI | BURGUNDY
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$27 msrp \$56 CAN: w/s \$35 msrp \$70



BLACK



BURGUNDY



CHARCOAL



DARK KHAKI

LC4051 CRAWLER

BLACK | BURGUNDY | 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



SHIP DATE | 10/1/16



BLACK



CHARCOAL



DARK KHAKI

LC4054 CARDINAL

BLACK | CHARCOAL | DARK KHAKI

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



LIRA MENS



BLACK

CHARCOAL

D. KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

LC1302 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

LC2070 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

LC2853 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



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLUE



BLACK

LC2208 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





BLACK



CHARCOAL



D.KHAKI



BURGUNDY



STONE



CLAY



SAGE



BLUE



CAMO

LC2926 SOCIETY

BLACK | CHAR | KHAKI | BURG | STONE | CLAY | SAGE | BLUE | 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



BLUE



CLAY



SAGE



STONE



CAMO

LC2413 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

SHIP DATE | 10/1/16



BLACK

BLUE

LC2414 ANTIQUE

BLACK | BLUE

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

98% Cotton 2% Spandex

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

CAN: w/s \$27.50 msrp \$55

FOUR WAY STRETCH



SOFT COTTON



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER



LIRA MENS



LD5027 OTHERS

WHITE | CHARCOAL HEATHER
 S - XXL | 100% Cotton
USA: w/s \$29 msrp \$58 **CAN:** w/s \$30 msrp \$58



LD5028 SCOTT

OLIVE | BLACK
 S - XXL | 100% Cotton
USA: w/s \$32 msrp \$64 **CAN:** w/s \$35 msrp \$70



LD5029 OWENS

BLACK | OLIVE
 S - XXL | 100% Cotton
USA: w/s \$28 msrp \$56 **CAN:** w/s \$32 msrp \$64



LD5030 BENSON

BLACK | WHITE
 S - XXL | 100% Cotton
USA: w/s \$28 msrp \$60 **CAN:** w/s \$32 msrp \$64



LD5031 HUNT

HEATHER GRAY | BLACK
 S - XXL | 100% Cotton
USA: w/s \$27 msrp \$54 **CAN:** w/s \$30 msrp \$60



LD5032 GARLAND

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

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



LD5033 ROSSI

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



LD5034 RELIC

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

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



LD5035 SQUADRA

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



LD5043 AMAZON

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$24 msrp \$48 CAN: w/s \$25 msrp \$50



LD5044 BANDO

BLACK | H.GRAY
S - XXL | 100% Cotton
USA: w/s \$24 msrp \$48 CAN: w/s \$25 msrp \$50

SHIP DATE | 9/1/16



LD5046 TOMLIN

BLACK | MUSTARD
S - XXL | 100% Polyester
USA: w/s \$44 msrp \$90 CAN: w/s \$55 msrp \$110



LD5045 CHERUB

BLACK | NAVY
S - XXL | 100% Polyester
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$40



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



LD5047 CULT

OLIVE | V.WHITE
S - XXL | 100% Cotton
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



LD5048 ONYX

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



LD5049 ROGERS

V.WHITE | CHARCOAL HEATHER
S - XXL | 100% Cotton
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



LD5050 PLAYERS

WHITE | BLACK
S - XXL | 100% Polyester
USA: w/s \$16 msrp \$32 CAN: w/s \$22 msrp \$44



LD5051 NEWTON

BLACK | WHITE
S - XXL | 100% Polyester
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



LD5052 ASHTON

CHARCOAL HEATHER | V.WHITE
S - XXL | 100% Polyester
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



LD5053 VALDEZ

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

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



LD4200 CAMP

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

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



LD4199 ROYCE

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

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



LD2637 KIWI

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

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



LD4201 BENNY

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

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



LD4202 LEON

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

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



LD4203 EARL

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

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

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



LD5061 HEADDRESS

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

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



LD5062 ROSES

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

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



LD5063 ROSWELL

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

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



LD5064 STORM

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

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

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





LD5069 ARMADA

WHITE | OLIVE
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



LD5069 ARMADA

BLACK | NAVY
S - XXL | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



LD5070 TOKEN

V.WHITE | BLACK
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



LD5070 TOKEN

NAVY | BLACK
S - XXL | 100% Polyester
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



LD5071 FOG

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



LD5071 FOG

OLIVE | BLACK
S - XXL | 100% Polyester
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34

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



LD5072 PRIMA VERA

BLACK | WHITE
 S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30



LD5072 PRIMA VERA

CHARCOAL HEATHER | H.GRAY
 S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26 **CAN:** w/s \$15 msrp \$30



LD5073 MEDAL

BLACK | WHITE
 S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30



LD5073 MEDAL

CHARCOAL HEATHER | CONCRETE
 S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26 **CAN:** w/s \$15 msrp \$30



LD5074 COMMANDER

BLACK | WHITE
 S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30



LD5074 COMMANDER

TWILIGHT | H.GRAY
 S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26 **CAN:** w/s \$15 msrp \$30

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



LD5075 WREATH

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



LD5075 WREATH

CHARCOAL HEATHER | CONCRETE
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26 CAN: w/s \$15 msrp \$30



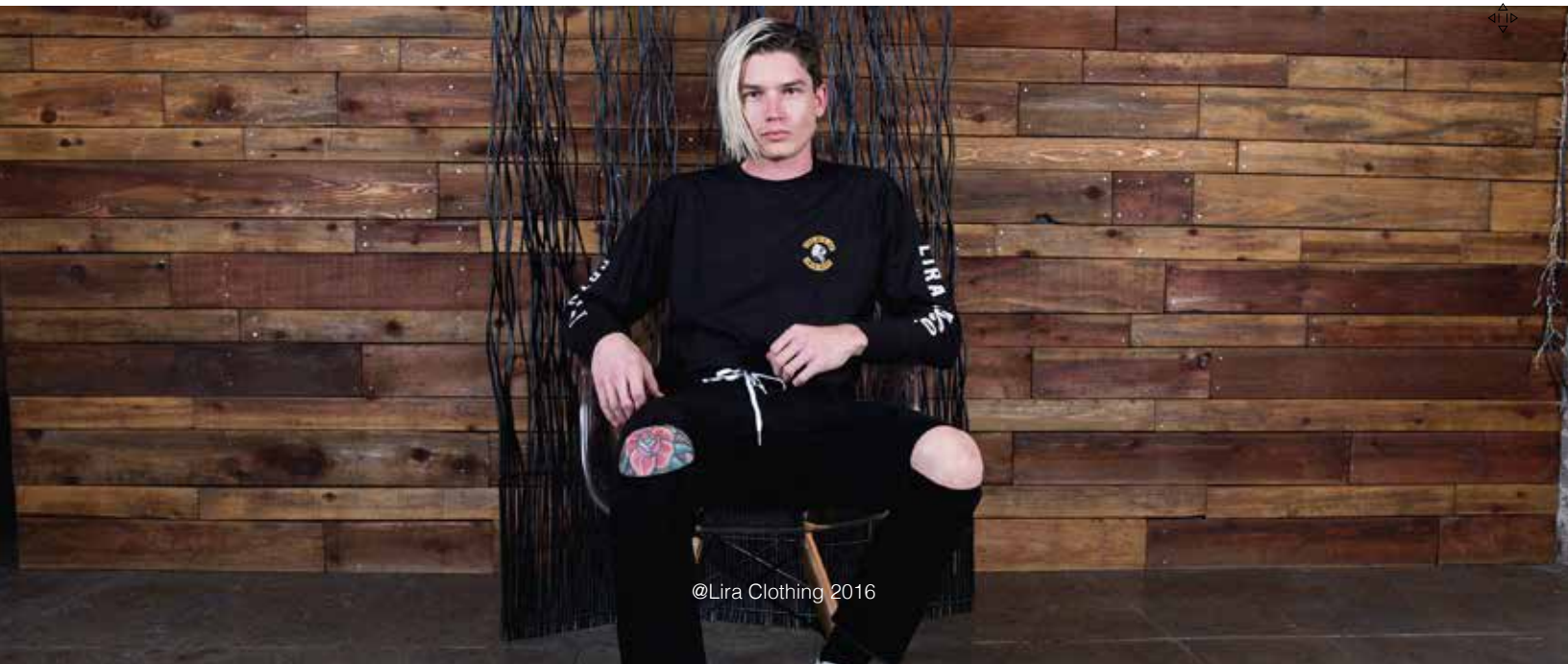
LD5076 FORECAST

WHITE | BLACK
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



LD5076 FORECAST

WHITE | BLACK
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34





LC5082 FLORUS

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



LC5083 DISTRESSED

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



LC5084 MORIS

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



LC5085 RIDGE

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



LC5086 BULMA

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



LC5087 TRUCKER

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

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

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@liraclthing.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

TYTUS FRIARS
ROCKIES
CO, UT, NM, WY, AZ
C. 303-884-0368
tytusfriar@mac.com

INTERNATIONAL

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

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

