



**HOMETOWN
HEROES**

2024

SPRING

SUMMER



Lira

2024

SPRING

SUMMER

CRTU // SCTU



HOMETOWN HEROES

THIS COLLECTION IS
DEDICATED TO ALL
THE SCHOOL
YARD BALLERS AND
LOCAL LEGENDS
OUT THERE.
WE SALUTE YOU.

FIT GUIDE

SKINNY



Skinny fit. Rides regular on waist. Slim tapered leg.

5 Pocket Branded Hardware
Embossed Leather Patch
Zip Fly
99% Cotton / 1% Elastane

SLIM



Slim fit. Rides regular on waist. Slim straight leg.

5 Pocket Branded Hardware
Embossed Leather Patch
Zip Fly
99% Cotton / 1% Elastane

STRAIGHT



Straight fit. Rides regular on waist. Straight leg.

5 Pocket Branded Hardware
Embossed Leather Patch
Zip Fly
99% Cotton / 1% Elastane

LOOSE



Relaxed fit. Rides regular on waist. Straight leg.

5 Pocket Branded Hardware
Embossed Leather Patch
Zip Fly
99% Cotton / 1% Elastane

SLIM E-WAIST



Slim fit. Rides regular on waist. Slim straight leg.

Drawstrings
98% Cotton / 2% Elastane

LOOSE E-WAIST



Relaxed fit. Rides regular on waist. Straight leg.

Drawstrings
98% Cotton / 2% Elastane

E-WAIST JOGGER



Slim fit. Rides regular on waist. Slim straight leg.

Drawstrings
Elastic Cuffs
98% Cotton / 2% Elastane



SPRING / SUMMER 2004



PANTS JOGGERS SHORTS

SP / SU
2024



REG. NO. 3-528-874

EST. 07



SMYER / LC13005

Skinny Fit

14" Leg Opening / 5 Pocket Branded Hardware

99% Cotton / 1% Elastane

Size: 28 - 38

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



BLACK - LC13005 - BLK



BLUE - LC13005 - BLUE



GREY - LC13005 - GRY



LILAC - LC13005- LIL



WHITE- LC13005 - WHT



ROCKPORT / LC13006

Slim Fit

15" Leg Opening / 5 Pocket Branded Hardware

99% Cotton / 1% Elastane

Size: 28 - 38

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



BLACK - LC13006 - BLK



MIDNIGHT - LC13006 - MIDN



LIGHT BLUE - LC13006 - LBLU



DARK KHAKI - LC13006 - DKHA



SLATE - LC13006 - SLT



SHIP DATE: 2 / 1 / 24

LI
RA

BRISCOE / LC13004

Straight Fit

16" Leg Opening / 5 Pocket Branded Hardware

99% Cotton / 1% Elastane

Size: 28 - 38

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



MIDNIGHT - LC13004 - MIDN



GREY - LC13004 - GRY



LIGHT BLUE - LC13004 - LBLU



BROWN - LC13004 - BRN



LILAC - LC13004 - LIL



SHIP DATE: 2 / 1 / 24



SAN CLEMENTE / LC7448

Slim Fit

14" Leg Opening / Elastic Waist - Drawstrings
98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$29 msrp \$58 **CA:** \$37.50 msrp \$75



CHARCOAL - LC7448 - CHAR



DARK KHAKI - LC7448 - DKHA



SHIP DATE : 2 / 1 / 24

LI
RA

SAN CLEMENTE / LC7448 ~ Continued

Slim Fit

14" Leg Opening / Elastic Waist - Drawstrings

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$29 msrp \$58 **CA:** \$37.50 msrp \$75



BLACK - LC7448 - BLK



BLUE - LC7448 - BLUE



DARK BLACK - LC7448 - DBLK



MEDIUM BLUE - LC7448 - MBLU



DARK BLUE - LC7448 - DBLU



SHIP DATE : 2 / 1 / 24



VELASCO / LC13007

Loose Fit Carpenter Pant

17" Leg Opening / 5 Pocket Branded Hardware / Side Utility Pockets

100% Cotton

Size: 28 - 38

USA: \$35 msrp \$70 CA: \$47.50 msrp \$95



BLACK - LC13007 - BLK



BLUE - LC13007 - BLUE



GREY - LC13007 - GRY



BROWN - LC13007 - BRN



VINTAGE WHITE - LC13007 - VWHT



SHIP DATE: 2 / 1 / 24



WEEKEND JOGGER 3.0 / LC13001

Slim Fit

14" Leg Opening / Elastic Waist / Regular Cuff / Hidden Bottom Cuff Toggles
98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$32 msrp \$64 **CA:** \$42.50 msrp \$85



BLACK - LC13001 - BLK



KHAKI - LC13001 - KHA



OLIVE - LC13001 - OLV



CHARCOAL - LC13001 - CHAR



BROWN - LC13001 - BRN



STONE - LC13001 - STN



SHIP DATE : 2 / 1 / 24



WEEKEND JOGGER 3.0 / LC13009

Loose Fit

17" Leg Opening / Elastic Waist / Regular Cuff / Hidden Bottom Cuff Toggles
98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$32 msrp \$64 CA: \$42.50 msrp \$85



BLACK - LC13009 - BLK



KHAKI - LC13009 - KHA



OLIVE - LC13009 - OLV



CHARCOAL - LC13009 - CHAR



BROWN - LC13009 - BRN



STONE - LC13009 - STN



SHIP DATE : 2 / 1 / 24



PHILLIP / LC14001

Loose Fit

17" Leg Opening / Elastic Waist / Cargo Pocket Styling / Reinforced Knee Stitching / Bottom Cuff Toggles
100% Cotton Ripstop

Size: S - 2XL

USA: \$35 msrp \$70 CA: \$47.50 msrp \$95



BLACK - LC14001 - BLK



CHARCOAL - LC14001 - CHAR



CAMO - LC14001 - CAMO



BROWN - LC14001 - BRN



SHIP DATE : 2 / 1 / 24





STREAM / LC15000

Loose Fit

15" Leg Opening / Elastic Waist / Toggle Drawstring System / Zipper Pocket Closure / Bottom Cuff Snap Buttons
100% Nylon

Size: S - XXL

USA: \$32.50 msrp \$65 CA: \$45 msrp \$90



BLACK - LC15000 - BLK



VINTAGE WHITE - LC15000 - VWHT



SHIP DATE : 2 / 1 / 24

LI
RA

ASHTON / LC15001

Loose Fit Contractor Pant

17" Leg Opening / Reinforced Knees / 5 Pocket Branded Hardware / Side Utility Pockets

100% Cotton Bull Denim

Size: 28 - 38

USA: \$37.50 msrp \$75 **CA:** \$52.50 msrp \$105



TAN - LC15001 - TAN



DARK KHAKI - LC15001 - DKHA



SHIP DATE : 2 / 1 / 24

**L I
R A**

ARROYO / LC15002

Loose Fit

17" Leg Opening / Elastic Waist / Bottom Cuff Toggles

100% Nylon

Size: *S - 2XL*

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



BLACK - LC15002 - BLK



SHIP DATE : 2 / 1 / 24

LI
RA

SALUDA / LC10004

Slim Fit

14" Leg Opening / Elastic Waist & Bottom Cuff / Medium Wale Cord
100% Cotton

Size: S- 2XL

USA: \$32.50 msrp \$65 **CA:** \$40 msrp \$80



FOREST- LC10004 - FOR



KHAKI - LC10004 - KHA



SHIP DATE : 2 / 1 / 24



CARBORO / LC8003

Relaxed Fit Chino

17" Leg Opening / Elastic Waist / Regular Cuff

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$30 msrp \$60 CA: \$37.50 msrp \$75



BRICK - LC8003 - BRK



BLACK - LC8003 - BLK



BLUE - LC8003 - BLUE



KHAKI - LC8003 - KHA



BROWN - LC8003 - BRN



STONE - LC8003 - STN



SHIP DATE : 2 / 1 / 24



COMRADE PANT 2.0 / LC7450

Slim Fit Chino

14" Leg Opening / Elastic Waist / Regular Cuff

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$37.50 msrp \$75



BLACK - LC7450 - BLK



BURGUNDY- LC7450 - BUR



KHAKI- LC7450 - KHA



SILVER - LC7450 - SIL



BROWN - LC7450 - BRN



STONE - LC7450 - STN



SHIP DATE : 2 / 1 / 24

L I
R A

JUCKSON / LC6730

Slim Fit

14" Leg Opening / Elastic Waist & Bottom Cuff / Cargo Pocket Styling

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$29 msrp \$58 **CA:** \$37.50 msrp \$75



BLACK - LC6730 - BLK



BLUE - LC6730 - BLUE



CHARCOAL - LC6730 - CHAR



KHAKI - LC6730 - KHA



SHIP DATE: 2 / 1 / 24

LI
RA

REZA / LC15011

Regular Fit

17" Outseam / Elastic Waist / Toggle Drawstring System / Zipper Pocket Closure
100% Nylon

Size: S - 2XL

USA: \$30 msrp \$60 CA: \$37.50 msrp \$75



BLACK - LC15011 - BLK



VINTAGE WHITE - LC15011 - VWHT



SHIP DATE: 2 / 1 / 24



CARLISLE / LC15013

Regular Fit

17" Outseam / Elastic Waist / Printed Mesh

100% Poly

Size: S - 2XL

USA: \$22.50 msrp \$45 **CA:** \$30 msrp \$60



BROWN - LC15013 - BRN



SHIP DATE : 2 / 1 / 24



DUNMORE / LC15014

Regular Fit

17" Outseam / Elastic Waist / Printed Mesh

100% Poly

Size: S - 2XL

USA: \$22.50 msrp \$45 **CA:** \$30 msrp \$60



BLACK - LC15014 - BLK



NAVY - LC15014 - NAVY



SHIP DATE: 2 / 1 / 24

LI
RA

YEADON / LC15015

Regular Fit

17" Outseam / Elastic Waist / Denim Patchwork

90% Cotton / 10% Elastane

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$40 msrp \$80



BLUE - LC15015 - BLUE



SHIP DATE : 2 / 1 / 24



KENNETH / LC15016

Regular Fit

17" Outseam / Elastic Waist / Textured Fabric

96% Poly / 4% Elastane

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$40 msrp \$80



STONE - LC15016 - STN



SHIP DATE : 2 / 1 / 24

LI
RA

FALLOW / LC15017

Regular Fit

17" Outseam / Elastic Waist

100% Nylon

Size: S - 2XL

USA: \$25 msrp \$50 **CA:** \$35 msrp \$70



BLACK - LC15017 - BLK



BROWN - LC15017 - BRN



SHIP DATE : 2 / 1 / 24

LI
RA

TOPTON / LC15018

Regular Fit

17" Outseam / Elastic Waist

100% Nylon

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$35 msrp \$70



BLACK - LC15018 - BLK



SHIP DATE : 2 / 1 / 24

L I
R A

WEEKDAY SHORT 3.0 / LC15010

Loose Fit

19" Outseam / Elastic Waist

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$25 msrp \$50 CA: \$35 msrp \$70



BLACK - LC15010 - BLK



KHAKI - LC15010 - KHA



OLIVE - LC15010 - OLV



BROWN - LC15010 - BRN



STONE - LC15010 - STN



CHARCOAL - LC15010 - CHAR



SHIP DATE: 2 / 1 / 24



ALLENTOWN / LC15012

Regular Fit

19" Outseam / Elastic Waist / Cargo Pocket Styling
100% Cotton Ripstop

Size: S - 2XL

USA: \$30 msrp \$60 CA: \$40 msrp \$80



BLACK - LC15012 - BLK



OLIVE - LC15012- OLV



BROWN - LC15012 - BRN



CAMO - LC15012 - CAMO



SHIP DATE: 2 / 1 / 24

LI
RA

BENSON / LC12010

Regular Fit

17" Outseam / Elastic Waist / Carpenter Styling

98% Cotton / 2% Elastane

Size: S - 2XL

USA: \$27 msrp \$54 CA: \$35 msrp \$70



BLACK - LC12010 - BLK



KHAKI - LC12010 - KHA



BLUE - LC12010 - BLUE



LILAC - LC12010 - LIL



VINTAGE WHITE - LC12010 - VWHT



SHIP DATE : 2 / 1 / 24

L I
R A



07

CRTV // SCTV



**JACKETS
WOVENS
KNITS**

SP / SU
2024



CRESSONA / LC15020

Regular Fit

Denim Chore Jacket / Branded Hardware / Hidden Drawstrings
100% Cotton

Size: S - 2XL

USA: \$45 msrp \$90 **CA:** \$50 msrp \$100



DARK KHAKI - LC15020 - DKHA



VINTAGE WHITE - LC15020 - VWHT



LILAC - LC15020 - LIL



SHIP DATE : 2 / 1 / 24

LI
RA

HAYCOCK / LC15030

Regular Fit

Button Up Shirt / Textured Fabric / Cuban Collar
96% Poly / 4% Elastane

Size: S - 2XL

USA: \$32 msrp \$64 **CA:** \$40 msrp \$80



STONE - LC15030 - STN



SHIP DATE : 2 / 1 / 24



MYLES / LC15031

Regular Fit

Button Up Shirt / Cuban Collar

100% Viscose

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$37.50 msrp \$75



BLACK - LC15031 - BLK



VINTAGE WHITE - LC15031 - VWHT



SHIP DATE : 2 / 1 / 24

EL
RA

ROSETO / LC15032

Regular Fit

Button Up Shirt / Denim Patch Work

90% Cotton / 10% Elastane

Size: S - 2XL

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



BLUE - LC15032 - BLUE



SHIP DATE : 2 / 1 / 24

LI
RA

BENTON / LC15033

Regular Fit

Button Up Shirt / Cuban Collar

100% Viscose

Size: S - 2XL

USA: \$32.50 msrp \$65 **CA:** \$42.50 msrp \$85



BLACK - LC15033 - BLK



SHIP DATE : 2 / 1 / 24





SMITHY / LC15034

Regular Fit

Quarter Zip Polo / Textured Fabric

96% Poly / 4% Elastane

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$37.50 msrp \$75



STONE - LC15034 - STN



SHIP DATE : 2 / 1 / 24

LI
RA

HOGAN / LC15035

Regular Fit

Button Up Shirt / Contrast Cuban Collar / Branded Graphics

100% Viscose

Size: S - 2XL

USA: \$30 msrp \$60 CA: \$37.50 msrp \$75



BLACK - LC15035 - BLK



VINTAGE WHITE - LC15035 - VWHT



SHIP DATE : 2 / 1 / 24

TIRA

KEATING / LC15040

Regular Fit

Rugby Styling / Contrast Collar / Branded Graphics

100% Cotton

Size: S - 2XL

USA: \$30 msrp \$60 CA: \$40 msrp \$80



BLACK - LC15040 - BLK



VINTAGE WHITE - LC15040 - VWHT



SHIP DATE: 2 / 1 / 24

KEATING
TIRA



MILLHEIM / LC15041

Regular Fit

Soccer Jersey Styling / Ribbed Contrast Collar / Hometown Hero Patch

100% Poly

Size: S - 2XL

USA: \$24 msrp \$48 **CA:** \$30 msrp \$60



BLACK - LC15041 - BLK



NAVY - LC15041 - NAVY



SHIP DATE : 2 / 1 / 24

ADAMSBURG / LC15042

Regular Fit

Soccer Jersey Styling / Snap Button Collar / Hometown Hero Patch

100% Poly

Size: S - 2XL

USA: \$30 msrp \$60 **CA:** \$37.50 msrp \$75



BLACK - LC15042 - BLK



NAVY - LC15042 - NAVY



SHIP DATE : 2 / 1 / 24



SEARGENT / LC15043

Regular Fit

Football Jersey Styling / Printed Mesh / Branded Graphics

100% Poly

Size: S - 2XL

USA: \$24 msrp \$48 **CA:** \$30 msrp \$60



BROWN - LC15043 - BRN



SHIP DATE : 2 / 1 / 24

LI
RA

VISTA / LC15044

Regular Fit

Reversible Jersey / Hometown Hero Patch / Branded Graphics

100% Poly

Size: S - 2XL

USA: \$23 msrp \$46 CA: \$27.50 msrp \$55



BLACK - LC15044 - BLK



NAVY - LC15044 - NAVY



SHIP DATE : 2 / 1 / 24



ARIEL / LC15046

Oversized Fit

Heavyweight Garment Dyed Cotton / 2 Way - Exposed Zipper / Branded Embroidery
60% Cotton / 40% Poly

Size: S - 2XL

USA: \$35 msrp \$70 **CA:** \$47.50 msrp \$90



BLACK - LC15046 - BLK



YELLOW - LC15046 - YEL



STONE - LC15046 - STN



SHIP DATE : 2 / 1 / 24

ULYSSES / LC15047

Oversized Fit

Heavyweight Garment Dyed Cotton / Raw Edge Sleeve / Branded Embroidery
60% Cotton / 40% Poly

Size: S - 2XL

USA: \$32 msrp \$64 **CA:** \$40 msrp \$80



BLACK - LC15047 - BLK



YELLOW - LC15047 - YEL



STONE - LC15047 - STN



SHIP DATE : 2 / 1 / 24

**LI
RA**

DAYTONA / LC15048

Oversized Fit

Heavyweight Cotton / 2 Way - Exposed Zipper / Branded Graphics
60% Cotton / 40% Poly

Size: *S - 2XL*

USA: \$40 msrp \$80 **CA:** \$47.50 msrp \$90



BLACK - LC15048 - BLK



SHIP DATE : 2 / 1 / 24



GLOUCESTER / LC15049

Regular Fit

Reversible Tee / Branded Graphics

100% Cotton

Size: S - 2XL

USA: \$20 msrp \$40 **CA:** \$25 msrp \$50



BLACK - LC15049 - BLK



FOREST - LC15049 - FOR



SHIP DATE: 2 / 1 / 24



GRAPHICS

SP / SU
2024



REG.NO.3-528-074



CALWART / LC15080

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15080 - BLK



NATURAL - LC15080 - NAT



SHIP DATE : 2 / 1 / 24

LIRA

PECOS / LC15081

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15081 - BLK



BROWN - LC15081 - BRN



SHIP DATE: 2 / 1 / 24



MORA / LC15082

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15082 - BLK



WHITE - LC15082 - WHT



SHIP DATE : 2 / 1 / 24



TATUM / LC15083

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15083 - BLK



NATURAL - LC15083 - NAT



SHIP DATE : 2 / 1 / 24



HOLBOX / LC15084

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK- LC13084 - BLK



WHITE - LC13084 - WHT



SHIP DATE: 2 / 1 / 24

VIRDEN / LC15085

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK- LC15085 - BLK



ATHLETIC GREY - LC15085 - AGRY



SHIP DATE : 2 / 1 / 24



LOVING / LC15086

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15086 - BLK



BROWN - LC15086 - BRN



SHIP DATE: 2 / 1 / 24



BOSQUE / LC15087

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 CA: \$19 msrp \$38



BLACK - LC15087- BLK



WHITE - LC15087- WHT



SHIP DATE : 2 / 1 / 24



HATCH / LC15088

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15088 - BLK



WHITE - LC15088 - WHT



SHIP DATE : 2 / 1 / 24



RANCHO / LC15089

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15089 - BLK



WHITE - LC15089 - WHT



SHIP DATE: 2 / 1 / 24

LIRA

RATON / LC15090

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BROWN - LC15090 - BRN



SUNKISS - LC15090 - SNKS



SHIP DATE : 2 / 1 / 24



FAIRFAX / LC15091

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



BLACK - LC15091 - BLK



WHITE - LC15091 - WHT



SHIP DATE : 2 / 1 / 24

FAIRFAX

CHAMA / LC15092

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 CA: \$19 msrp \$38



BLACK - LC15092 - BLK



ATHLETIC GREY - LC15092 - AGRY



SHIP DATE : 2 / 1 / 24



ELIDA / LC15093

Regular Fit

Short Sleeve Tee

100% Cotton

Size: S - 2XL

USA: \$14 msrp \$28 **CA:** \$19 msrp \$38



FOREST - LC15093 - FOR



NATURAL - LC15093 - NAT



SHIP DATE: 2 / 1 / 24



SALES CONTACTS

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