

LIRA MFG. COMPANY
COLLECTIVELY CREATED
INDIVIDUALLY EXPRESSED



LOST IN DISTORTION
FALL 2017
COLLECTION

REGISTRATION NO.
3-528-874
USA // CAN
2007

FALL
17



2017

FALL
COLLECTION

LOST IN
DISTORTION.
CRTV//SCTY
LIRA MFG.
CO.



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“Lost in Distortion”

Distortion is the alteration of the original shape of something such as an object, design, pattern or wave form.

Distortion is usually unwanted and is often strived to be eliminated or minimized.

Our Fall '17 collection manipulates images, patterns and silhouettes to inspire you to view things in a different perspective.

The new collection introduces enhanced fabrications and washes to achieve a desirable distortion. We have expanded our bottoms and outerwear categories with new denim, twill and woven fabrics for warmth and functionality.

Due to the success of the Hyper Flex Series, we have curated our second collection using technical fleece as our canvas while maintaining our unique details and athletic design performance.



**LC6200 DANTE**

BLACK | BLUE

S - XXL | 100% Cotton

USA: w/s \$42 msrp \$84

CAN: w/s \$52.50 msrp \$105

**LC6201 GLOVER**

OLIVE | BURGUNDY

S - XXL | 90% Polyester 10% Wool

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

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

**LC6202 MULBERRY**

NAVY | KHAKI

S - XXL | 90% Polyester 10% Wool

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

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

**LC6203 NIXON**

BLACK | KHAKI

S - XXL | 90% Polyester 10% Wool

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

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

**LC6204 BAFFORD**

BLACK | NAVY

S - XXL | 100% Cotton

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

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

**LC6205 CHANDLER**

BLACK | KHAKI

S - XXL | 100% Cotton

USA: w/s \$49 msrp \$98

CAN: w/s \$57.50 msrp \$115

SHIP DATE | 7/15/17



LC6206 FUJI

CAMO | GREY
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$32 msrp \$64 CAN: w/s \$37.50 msrp \$75



LC6207 PORTRA

BLACK | HEATHER GREY
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$35 msrp \$70 CAN: w/s \$42.50 msrp \$85





LC6208 JOE

NAVY | RED

S - XXL | 65% Polyester 35% Cotton

USA: w/s \$29 msrp \$58 **CAN:** w/s \$35 msrp \$70



LC6209 BRADY

BROWN | YELLOW

S - XXL | 65% Polyester 35% Cotton

USA: w/s \$29 msrp \$58 **CAN:** w/s \$35 msrp \$70



LC6210 TIMOTHY

NAVY | V. WHITE

S - XXL | 65% Polyester 35% Cotton

USA: w/s \$29 msrp \$58 **CAN:** w/s \$35 msrp \$70



LC6211 FLINT

BLACK | BROWN

S - XXL | 65% Polyester 35% Cotton

USA: w/s \$28 msrp \$56 **CAN:** w/s \$35 msrp \$70



LC6212 MANDALAY

NAVY
S - XXL | 100% Rayon
USA: w/s \$25 msrp \$50 **CAN:** w/s \$30 msrp \$60



LC6215 PAISLEY

BLACK | WHITE
S - XXL | 100% Rayon
USA: w/s \$25 msrp \$50 **CAN:** w/s \$30 msrp \$60



LC6214 ERNEST

BROWN | NAVY
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$27 msrp \$54 **CAN:** w/s \$32.50 msrp \$65



LC6213 MUTUMBO

OLIVE | V. WHITE
S - XXL | 100% Cotton
USA: w/s \$27 msrp \$54 **CAN:** w/s \$32.50 msrp \$65



DENIM



BAXTER

- A. COMFORTABLE WAIST, SITS AT WAIST
- B. SLIM FIT THROUGH HIP AND THIGH
- C. SLIM FIT THROUGH LEG
- D. 14 INCH LEG OPENING



STRABLER

- A. COMFORTABLE WAIST, SITS AT WAIST
- B. SLIM FIT THROUGH HIP AND THIGH
- C. SLIM FIT THROUGH LEG
- D. 14 INCH LEG OPENING



MILLER

- A. COMFORTABLE WAIST, SITS AT WAIST
- B. SLIM FIT THROUGH HIP AND THIGH
- C. SLIM FIT THROUGH LEG
- D. 13 INCH LEG OPENING





CHARCOAL



BLACK



LT. BLUE



FADED BLACK



OLIVE

L4044 STRABLER

CHARCOAL | BLACK | LT. BLUE | FADED BLACK | OLIVE
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex 14 in. Leg opening
USA: w/s \$36 msrp \$74 CAN: w/s \$45 msrp \$90



BLUE



BLACK



RAW DENIM

L4045 BLEEKER

BLUE | BLACK | RAW DENIM
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex 14 in. Leg opening
USA: w/s \$36 msrp \$74 CAN: w/s \$45 msrp \$90



SHIP DATE | 7/15/17



JET BLACK



BLACK WASH



BLUE

LC6219 MILLER SIDE ZIP PANT

JET BLACK | BLACK WASH | BLUE

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

95% Cotton 5% Spandex

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

13 Inch Leg Opening

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



BLACK



BLUE

LC6220 RUFIO

BLACK | BLUE

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

95% Cotton 5% Spandex

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

14 Inch Leg Opening

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



BLUE



BLACK

L4046 BAXTER

BLUE | BLACK

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

98% Cotton 2% Spandex 14 in. Leg opening

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

CAN: w/s \$35 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







BLACK WASH



CHARCOAL WASH



OLIVE WASH



BURGUNDY WASH



NAVY WASH

LC6017 ALVARO

BLACK | CHAR | OLIVE | BURG | NAVY

S - XXL | 98% Cotton 2% Spandex

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

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



BLACK



CHARCOAL



DARK KHAKI



CAMO

L4054 CARDINAL

BLACK | CHARCOAL | DARK KHAKI | CAMO

S - XXL | 98% Cotton 2% Spandex

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

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





BLACK



CHARCOAL



KHAKI



NAVY

LC6216 VACATION CROPPED JOGGER

BLACK | CHARCOAL | KHAKI | NAVY

S - XXL

98% Cotton 2% Spandex 14 in. Leg opening

USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



BLACK



GREY



NAVY

LC6217 KENNEDY PLEATED CHINO

BLACK | GREY | NAVY

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

95% Cotton 5% Spandex

USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70



SHIP DATE | 7/15/17



BLACK



CHARCOAL



KHAKI

LC6218 NORRIS JOGGER

BLACK | CHARCOAL | KHAKI
S - XXL

95% Cotton 5% Spandex

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

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



BLACK



OLIVE



KHAKI

LC6015 NOAH

BLACK | OLIVE | KHAKI
28, 30, 32, 34, 36, 38, 40

100% Cotton Canvas 16 in. Leg opening

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

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 14 in. Leg opening

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

98% Cotton 2% Spandex

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

CAN: w/s \$32.5 msrp \$65





L2926 SOCIETY

BLACK | CHAR | KHAKI | BURG | STONE | CLAY | SAGE | BLUE | CAMO
 28, 30, 32, 34, 36, 38, 40
 98% Cotton 2% Spandex 19 in. Outseam
USA: w/s \$24 msrp \$50 **CAN:** w/s \$27.50 msrp \$55



BLACK



CHARCOAL



D.KHAKI



BURGUNDY



STONE



CLAY



SAGE



BLUE



CAMO



L2413 WEEKDAY

BLACK | CHAR | KHAKI | BURG | NAVY | CLAY | SAGE | STONE | CAMO
 28, 30, 32, 34, 36, 38, 40
 98% Cotton 2% Spandex 19 in. Outseam
USA: w/s \$20 msrp \$40 **CAN:** w/s \$25 msrp \$50



BLACK



CHARCOAL



D.KHAKI



BURGUNDY



BLUE



CLAY



SAGE



STONE



CAMO



HYPER FLEX SERIES



LC6225 NIMBUS FLEECE JACKET

BLACK

S - XXL | 80% Nylon 10% Polyester 10% Spandex

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

CAN: w/s \$47.50 msrp \$95



LC6223 ABSOLUTE JOGGER PANT

BLACK

S - XXL | 80% Nylon 10% Polyester 10% Spandex

USA: w/s \$34 msrp \$68

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



LC6226 SIDELINE SPANDEX PANT

BLACK

S - XXL | 100% Polyester

USA: w/s \$19 msrp \$38

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



LC6034 TITAN L/S TEE

BLACK

S - XXL | 100% Polyester

USA: w/s \$21 msrp \$42

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



LC6033 AXEL DRI-FIT TEE

BLACK

S - XXL | 100% Polyester

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

CAN: w/s \$22.50 msrp \$45





LC6224 TUNDRA RUNNER SHORT

BLACK
S - XXL | 80% Nylon 10% Polyester 10% Spandex
USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65



LC6087 RUNNER SIX PANEL CAP

BLACK
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40





LD6044 DISTORTION

BLACK | WHITE

S - XXL | 80% Cotton 20% Polyester

USA: w/s \$23 msrp \$46 CAN: w/s \$30 msrp \$60



LD6045 CRUISER

BLACK | HEATHER GREY

S - XXL | 80% Cotton 20% Polyester

USA: w/s \$23 msrp \$46 CAN: w/s \$30 msrp \$60





LC6048 CANYON

BLACK | V. WHITE

S - XXL | 65% Polyester 35% Cotton

USA: w/s \$24 msrp \$48 CAN: w/s \$30 msrp \$60



LC6049 AYALA

BLACK | CORAL

S - XXL | 65% Cotton 35% Polyester

USA: w/s \$24 msrp \$48 CAN: w/s \$30 msrp \$60



LC6050 STAMP

BLACK | V. WHITE

S - XXL | 100% Cotton

USA: w/s \$22 msrp \$44 CAN: w/s \$27.50 msrp \$55



LC6051 CONLEY

BLACK | NAVY

S - XXL | 100% Cotton

USA: w/s \$22 msrp \$44 CAN: w/s \$27.50 msrp \$55



LC6054 ANTON

BLACK | WHITE
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



LC6055 SULLEY

BROWN | NAVY
S - XXL | 65% Cotton 35% Polyester
USA: w/s \$24 msrp \$48 CAN: w/s \$30 msrp \$60



LC6053 ANDERSON

BLACK | CORAL
S - XXL | 65% Polyester 35% Cotton
USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



LD6056 BLEACH

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

CAN: w/s \$22.50 msrp \$45



LD6057 BRAXTON

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

CAN: w/s \$22.50 msrp \$45



LD6058 JERICHO

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

CAN: w/s \$22.50 msrp \$45



LD6059 BARNICLE

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

CAN: w/s \$22.50 msrp \$45



LD6060 CONGA

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

CAN: w/s \$22.50 msrp \$45





L4200 CAMP

V.WHITE | BLACK | MUSTARD
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$18 msrp \$36



L4199 ROYCE

BLACK | KHAKI | BURGUNDY
S - XXL | 100% Cotton
USA: w/s \$16 msrp \$32 CAN: w/s \$18 msrp \$36



L2637 KIWI

WHITE | BLACK | H.GREY
S - XXL | 100% Cotton
USA: w/s \$20 msrp \$40 CAN: w/s \$25 msrp \$50



L4201 BENNY

BLACK | OLIVE | BURGUNDY
S - XXL | 100% Cotton
USA: w/s \$21 msrp \$42 CAN: w/s \$26 msrp \$32



LD6080 WINSLOW

BLACK | H. GREY | IVORY | NAVY | OLIVE | PLUM
S - XXL | 50% Cotton 25% Rayon 25% Polyester
USA: w/s \$16 msrp \$32 CAN: w/s \$18 msrp \$36

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



LD6061 ASSEMBLY

BLACK | HEATHER GREY
S - XXL | 100% Cotton

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

CAN: w/s \$17.50 msrp \$35



LD6062 ISOLATE

BLACK | WHITE
S - XXL | 100% Cotton

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

CAN: w/s \$17.50 msrp \$35



LD6063 RIP TIDE

BLACK | WHITE
S - XXL | 100% Cotton

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

CAN: w/s \$17.50 msrp \$35



LD6064 GROOVY

NAVY | WHITE
S - XXL | 100% Cotton

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

CAN: w/s \$17.50 msrp \$35



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



**LD6065 CULT**

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

CAN: w/s \$14 msrp \$28

**LD6065 CULT**

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

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

**LD6066 VIRGIL**

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

CAN: w/s \$14 msrp \$28

**LD6066 VIRGIL**

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

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

**LD6067 RIP TIDE**

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

CAN: w/s \$14 msrp \$28

**LD6067 RIP TIDE**

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

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

**LD6068 ISOLATE**

WHITE | BLACK

S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24

CAN: w/s \$14 msrp \$28

**LD6068 ISOLATE**

CORAL ENZYME | BLACK ENZYME

S - XXL | 100% Cotton

USA: w/s \$14 msrp \$28

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

**LD6069 WHITE ROSE**

BLACK | NATURAL

S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24

CAN: w/s \$14 msrp \$28

**LD6069 WHITE ROSE**

HEATHER GREY | RUST

S - XXL | 50% Cotton 50% Polyester

USA: w/s \$13 msrp \$26

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

**LD6070 GUARDIAN**

WHITE | BLACK

S - XXL | 100% Cotton

USA: w/s \$12 msrp \$24

CAN: w/s \$14 msrp \$28

**LD6070 GUARDIAN**

ABYSS | OLIVE

S - XXL | 50% Cotton 50% Polyester

USA: w/s \$13 msrp \$26

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





LD6071 STAMP

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

CAN: w/s \$14 msrp \$28



LD6071 STAMP

RUST | HEATHER GREY
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26

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



LD6072 UPSIDE

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

CAN: w/s \$14 msrp \$28



LD6072 UPSIDE

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

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

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



LD6073 ROSWELL

BLACK | OLIVE
1SFA | 100% Cotton

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

CAN: w/s \$20 msrp \$40



LD6074 DYLAN

BLACK | SEA FOAM
1SFA | 100% Polyester

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

CAN: w/s \$20 msrp \$40



LD6075 SCATTER

BLACK | NAVY
1SFA | 100% Cotton

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

CAN: w/s \$20 msrp \$40



LD6076 PLAZA

BLACK | OLIVE
1SFA | 100% Cotton

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

CAN: w/s \$20 msrp \$40

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