



# Urban Flora

CRTV | SCTY

*Collectively  
Created*

*Individually  
Expressed*

*Reg. No.  
3-528-874*

*liraclothing  
.com*

*Fall 2017  
Collection*



FA  
2017





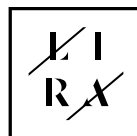




# Urban Flora

Going back to our city roots, LIRA Women's, introduces *Urban Flora* Fall 17 Collection. *Urban Flora* is a carefully curated collection of timeless fashion pieces designed to reflect today's carefree lifestyle and attitude. The collection features essential knits, dresses and bralettes. The latest collection is all about layering sumptuous textures and rich colors. The mood is dark and exotic, yet playful.

LIRA Women's *Urban Flora* collection is all about the independent yet bold woman who knows that life won't wait for her to make her mark. Eager for a fresh perspective, she discovers a world that is surreal and unforgettable.





### JC2801 LA ROSA - BOMBER

CHAMPANGE | BLACK

XS - L | 100% Polyester

**USA:** w/s \$37 msrp \$74

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



### JC2805 MAYA - SWEATER

BLACK | IVORY

XS - L | 60% Acrylic 40% Polyester

**USA:** w/s \$26 msrp \$52

**CAN:** w/s \$30 msrp \$60

### JC2809 OPHELIA - DRESS

MUSTARD | BLACK

XS - L | 100% Polyester

**USA:** w/s \$26 msrp \$52

**CAN:** w/s \$30 msrp \$60

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER







#### JC2811 JENAH - PLAYSUIT

BLACK | IVORY

XS - L | 100% Polyester

USA: w/s \$27 msrp \$54

CAN: w/s \$32.50 msrp \$65





JC2808 EDEN - DRESS

BURGUNDY | MUSTARD | BLACK  
XS - L | 68% Modal 32% Polyester  
USA: w/s \$25 msrp \$50      CAN: w/s \$30 msrp \$60



JC2810 MALINA - DRESS

IVORY | BLACK  
XS - L | 100% Polyester  
USA: w/s \$24 msrp \$48      CAN: w/s \$27.50 msrp \$55



JC2814 AUBREY - TOP

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



JC2812 BELLA - TOP

BLACK | BURGUNDY | MUSTARD  
XS - L | 68% modal 32% Polyester  
USA: w/s \$22 msrp \$44      CAN: w/s \$25 msrp \$50



#### JC2815 BAD MAGIC - BODYSUIT

BLACK

XS - L | 94% Polyester 6% Spandex

USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50



#### JC2817 MORRISYN - TROUSER

BURGUNDY | BLACK

XS - L | 68% Modal 32% Polyester

USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60





JC2813 ROSES - TOP

BLACK | CHARCOAL HEATHER  
XS - L | 95% Viscose 5% Spandex  
USA: w/s \$19 msrp \$38    CAN: w/s \$22 msrp \$44



JC2816 NINA - DENIM

BLACK  
25 - 31 | 78% Cotton 20% Polyester 2% Spandex  
USA: w/s \$29 msrp \$58    CAN: w/s \$35 msrp \$70











### JC2802 GIRL GANG - JACKET

BLUE | BLACK

XS - L | 100% COTTON

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

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



### JC2829 SPEAKEASY REVERSIBLE - BOMBER

BLACK

XS - L | 100% Polyester

**USA:** w/s \$32 msrp \$64

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



### JC2806 DAWN - SWEATER

BLACK | BURGUNDY

XS - L | 60% Acrylic 20% Nylon 20% Viscose

**USA:** w/s \$24 msrp \$48

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



### JC2807 BRYCE - FLEECE

BLACK | GREY

XS - L | 95% Viscose 5% Spandex

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

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER





#### JC2818 RICO - CROP FLEECE

IVORY | HEATHER GREY

XS - L | 95% Viscose 5% Spandex

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

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



#### JC2823 HAZEL - SKIRT

BURGUNDY | BLACK

XS - L | 95% Viscose 5% Spandex

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

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC2822 AZELEA - ROMPER

IVORY | BLACK  
XS - L | 100% Ployester  
USA: w/s \$26 msrp \$52      CAN: w/s \$30 msrp \$60



JC2819 SLASH - DRESS

SILVER | BLACK  
XS - L | 95% Viscose 5% Spandex  
USA: w/s \$24 msrp \$48      CAN: w/s \$27.50 msrp \$55



JC2821 AUTUMN - DRESS

BEIGE | CHARCOAL  
XS - L | 90% Viscose 10% Polyester  
USA: w/s \$27 msrp \$54      CAN: w/s \$32.50 msrp \$65



JC2820 MULBERRY - DRESS

BLACK | CHARCOAL  
XS - L | 95% Viscose 5% Spandex  
USA: w/s \$27 msrp \$54      CAN: w/s \$32.50 msrp \$55





**JC2824 GRAYSON - TOP**

CHARCOAL | BEIGE

XS - L | 90% Viscose 10% Polyester

**USA:** w/s \$23 msrp \$46 **CAN:** w/s \$27.50 msrp \$55**JC2826 FENNY - TOP**

MUSTARD | IVORY | BLACK

XS - L | 68% Modal 32% Polyester

**USA:** w/s \$20 msrp \$40 **CAN:** w/s \$22.50 msrp \$45**JC2825 VALLEY - TOP**

BLACK | IVORY

XS - L | 95% Viscose 5% Spandex

**USA:** w/s \$19 msrp \$38 **CAN:** w/s \$22.50 msrp \$45**JC2837 JOEY - CROP TOP**

BLACK | IVORY

XS - L | 95% Viscose 5% Spandex

**USA:** w/s \$17 msrp \$34 **CAN:** w/s \$20 msrp \$40





#### JC2827 LEX - BODYSUIT

BLACK | GREY

XS - L | 100%Polyester

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

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



#### JC2828 ROCKWAY - DENIM

BLACK | IVORY

25 - 31 | 97% Cotton 3% Spandex

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

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

FOUR WAY STRETCH

SWIM CATALOG

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**JC2800 FURTHERMORE - JACKET**

BLACK

XS - L | 100% Vegan Leather

**USA:** w/s \$45 msrp \$90 **CAN:** w/s \$50 msrp \$100**JC2803 MIRANDA - CARDIGAN**

IVORY | BLACK

XS/S - M/L | 55% Polyester 45% Acrylic

**USA:** w/s \$32 msrp \$64 **CAN:** w/s \$37.50 msrp \$75**JC2804 EDITH - SWEATER**

TAN | BLACK

XS - L | 100% Acrylic

**USA:** w/s \$28 msrp \$56 **CAN:** w/s \$32.50 msrp \$65**JC2838 AVRYL - BODYSUIT**

GREY | BLACK

XS - L | 95% Viscose 5% Spandex

**USA:** w/s \$19 msrp \$38 **CAN:** w/s \$22.50 msrp \$45





#### JC2833 HAYWORTH - TOP

SAGE | BLACK | MOCHA

XS/S - M/L | 90% Viscose 10% Polyester

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



#### JC2830 FREESTYLE - OVERALL

BLACK

XS - L | 100% Cotton

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





JC2831 PETRA - DRESS

BURGUNDY | BLACK  
XS - L | 83% Polyester 12% Viscose 5% Spandex  
USA: w/s \$26 msrp \$52      CAN: w/s \$30 msrp \$60

JC2832 ARABELLA - DRESS

IVORY | BLACK  
XS - L | 100% Polyester  
USA: w/s \$27 msrp \$54      CAN: w/s \$32.50 msrp \$65



JC2835 KELSEY - HENLEY

BLACK | BURGUNDY | SILVER  
XS - L | 95% Viscose 5% Spandex  
USA: w/s \$23 msrp \$46      CAN: w/s \$27.50 msrp \$55

FOUR WAY STRETCH  
SWIM CATALOG  
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#### JC2834 RYANNE - TOP

BLACK | IVORY  
XS - L | 100% Polyester

USA: w/s \$20 msrp \$40      CAN: w/s \$22.50 msrp \$45



#### JC2836 ASTER - TOP

IVORY | CHARCOAL | BLACK  
XS - L | 95% Viscose 5% Spandex

USA: w/s \$19 msrp \$38      CAN: w/s \$22.50 msrp \$45

**JC2839 IRIS - BRALETTE**

BLACK | BURGUNDY

XS - L | 96% Polyester 4% Spandex

**USA:** w/s \$14 msrp \$28 **CAN:** w/s \$16 msrp \$32**JC2840 CHERISH - BRALETTE**

BLACK | GREY

XS - L | 96% Polyester 4% Spandex

**USA:** w/s \$14 msrp \$28 **CAN:** w/s \$16 msrp \$32**JC2841 AURORA - BRALETTE**

LAVENDER | BLACK

XS - L | 94% Polyester 6% Spandex

**USA:** w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32**JC2842 MANDEE - BRALETTE**

BURGUNDY | BLACK

XS - L | 94% Nylon 6% Spandex

**USA:** w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32**JC2844 DE LA ROSA - BRALETTE**

BLACK

XS - L | 94% Polyester 6% Spandex

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER





#### JC2843 JANET - BRALETTE

CHAMPANGE | BLACK

XS - L | 94% Polyester 6% Spandex

**USA:** w/s \$13 msrp \$26      **CAN:** w/s \$16 msrp \$32



#### JC2845 DAHLIA - BRALETTE

BURGUNDY | BLACK

XS - L | 100% Polyester

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





JD2850 MAFFI RAGLAN

BLACK | IVORY  
XS - L | 50% Modal 50% Cotton  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2852 MAFFI CREWNECK

MUSTARD | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36



JD2851 MAFFI LS OPEN SHOULDER

BLACK | IVORY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2853 MAFFI TANK

BLACK | IVORY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36

FOUR WAY STRETCH  
SWIM CATALOG  
EXTENDED LENGTH  
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CARRY OVER





JD2854 JOURNEY RAGLAN

BLACK | IVORY  
XS - L | 50% Modal 50% Cotton  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2855 JOURNEY LS OPEN SHOULDER

BURGUNDY | IVORY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2856 JOURNEY CREWNECK

BLACK | IVORY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36



JD2857 JOURNEY TANK

BURGUNDY | IVORY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36





JD2858 DREAMS RAGLAN

IVORY | BLACK  
XS - L | 50% Modal 50% Cotton  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2859 DREAMS LS OPEN SHOULDER

IVORY | CHARCOAL  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2860 DREAMS CREWNECK

IVORY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36



JD2861 DREAMS TANK

IVORY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36

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





JD2862 LOTERIA RAGLAN

IVORY | BLACK  
XS - L | 50% Modal 50% Cotton  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2864 LOTERIA CREWNECK

IVORY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36



JD2863 LOTERIA LS OPEN SHOULDER

IVORY | BURGUNDY  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$16 msrp \$32    CAN: w/s \$20 msrp \$40



JD2865 LOTERIA TANK

IVORY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28    CAN: w/s \$18 msrp \$36



JD2866 SOLID RAGLAN

IVORY | CHARCOAL | BURGUNDY | BLACK  
XS - L | 50% Modal 50% Cotton  
USA: w/s \$14 msrp \$28      CAN: w/s \$18 msrp \$36



JD2867 SOLID LS

IVORY | CHARCOAL | BURGUNDY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$14 msrp \$28      CAN: w/s \$18 msrp \$36



JD2668 SOLID MUSCLE

IVORY | CHARCOAL | BURGUNDY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$1 msrp \$24      CAN: w/s \$15 msrp \$30



JD2869 SOLID TANK

IVORY | CHARCOAL | BURGUNDY | BLACK  
XS - L | 95% Modal 5% Spandex  
USA: w/s \$12 msrp \$24      CAN: w/s \$15 msrp \$30

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













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.

## SALES CONTACTS

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