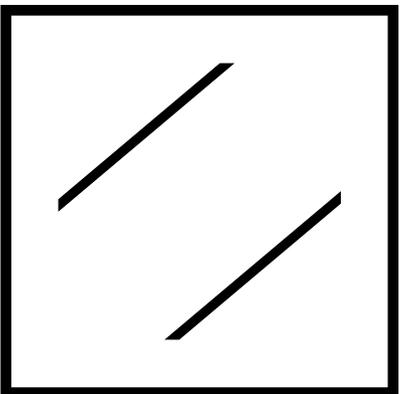
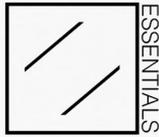


ESSENTIALS

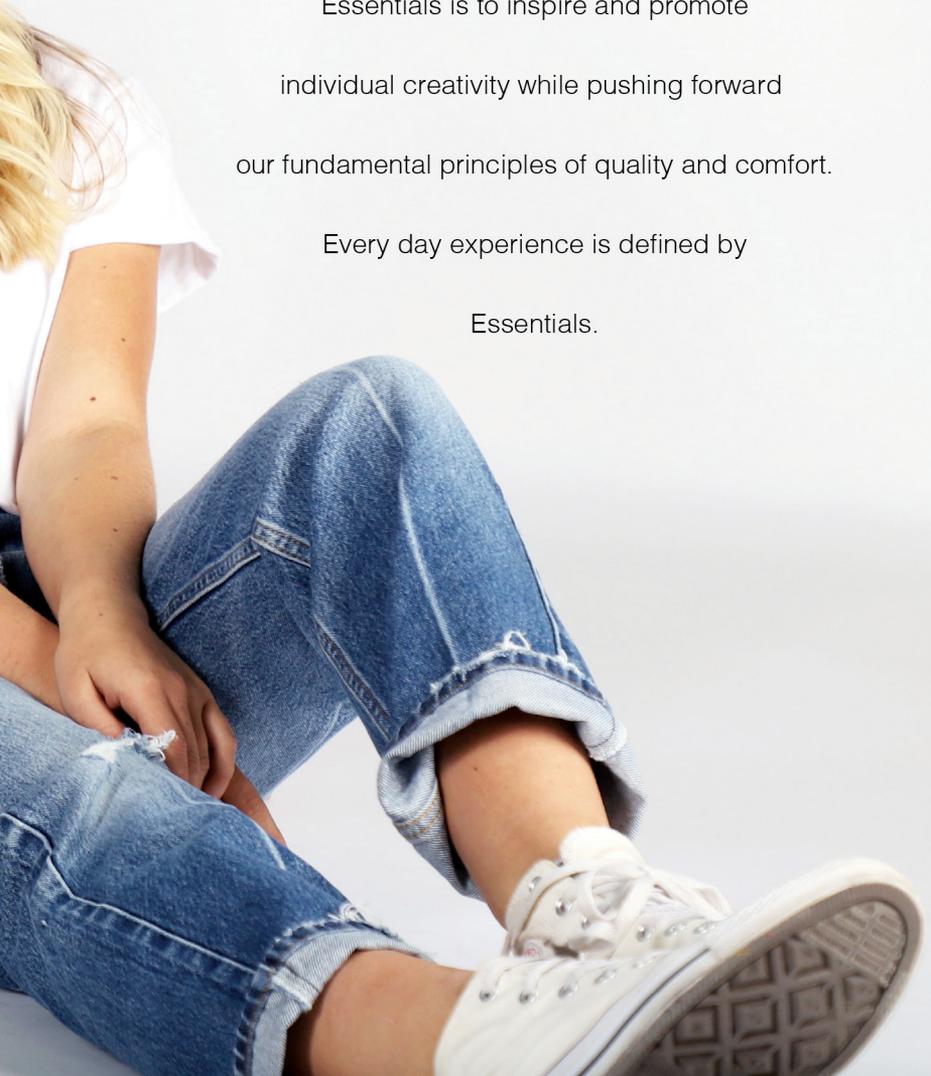






Our collective vision of the
Essentials is to inspire and promote
individual creativity while pushing forward
our fundamental principles of quality and comfort.

Every day experience is defined by
Essentials.









LC6754 WEEKEND JOGGER 2.0

28 - 38 | 98% COTTON 2% SPANDEX

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

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



BLACK



BROWN



EMERALD



OLIVE



BURGUNDY



KHAKI



CHARCOAL

SHIP DATE | 7/1/20



LC6843 WEEKDAY JOGGER SHORT 2.0

28 - 38 | 98% COTTON 2% SPANDEX

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

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



BLACK



EMERALD



SLATE



BURGUNDY



SAGE



KHAKI



CHARCOAL



MUSTARD



CAMO



LC6833 SHOOTY SS WOVEN

S - XXL | 100% COTTON

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

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



BLACK



EMERALD



GREY



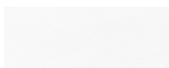
RED



MUSTARD



PINK



WHITE



LC6835 DOUGLAS LS WOVEN

S - XXL | 100% COTTON

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

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



BLACK



EMERALD



GREY



RED



MUSTARD



PINK



WHITE

SHIP DATE | 7/1/20



LE1014 FLEECE JOGGER

S - XXL | 80% COTTON 20% POLYESTER

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

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



BLACK



GREY

SHIP DATE | 7/1/20



LE1015 FLEECE JOGGER SHORT

S - XXL | 80% COTTON 20% POLYESTER

USA: w/s \$17.50 msrp \$35 **CAN:** w/s \$20 msrp \$40



BLACK



GREY

SHIP DATE | 7/1/20



LE1000 POCKET TEE

S - XXL | 100% COTTON

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

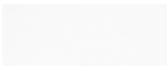
CAN: w/s \$18 msrp \$36



BLACK



HEATHER GREY



WHITE

SHIP DATE | 7/1/20



LE1001 POCKET TEE MINERAL WASH

S - XXL | 100% COTTON

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

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



BLACK



NAVY



BURGUNDY

SHIP DATE | 7/1/20



LE1003 POCKET TEE TRI-BLEND

S - XXL | 50% COTTON 25% RAYON 25% POLYESTER

USA: w/s \$16 msrp \$32 CAN: w/s \$19 msrp \$38



BLACK



HEATHER NAVY



HEATHER PLUM



HEATHER OLIVE



HEATHER GREY



WHITE

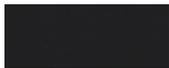


LE1004 HENLEY

S - XXL | 100% COTTON

USA: w/s \$17 msrp \$34

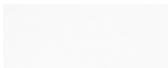
CAN: w/s \$20 msrp \$40



BLACK



HEATHER GREY



WHITE

SHIP DATE | 7/1/20



LE1005 HENLEY MINERAL WASH

S - XXL | 100% COTTON

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

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



BLACK



NAVY



BURGUNDY

SHIP DATE | 7/1/20

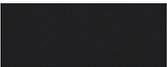


LE1006 POCKET TANK

S - XXL | 100% COTTON

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

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



BLACK



HEATHER GREY



WHITE

SHIP DATE | 7/1/20



LE1007 POCKET TANK MINERAL WASH

S - XXL | 100% COTTON

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

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



BLACK



NAVY



BURGUNDY



LE1002 UNISEX VINTAGE WASH TEE

XS - XXL | 100% COTTON

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

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



BLACK



NAVY



OLIVE



BURGUNDY



ZINC



CAMEL



MUSTARD

SHIP DATE | 7/1/20



LE1008 UNISEX PULLOVER HOOD

XS - XXL | 100% COTTON

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

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



BLACK



BROWN



HEATHER GREY



LIGHT BLUE



PINK

WHITE

SHIP DATE | 7/1/20



LE1009 UNISEX VINTAGE WASH PULLOVER HOOD

XS - XXL | 100% COTTON

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

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



BLACK



NAVY



OLIVE



BURGUNDY



ZINC



CAMEL



MUSTARD





SHIP DATE | 7/1/20



LC7112 CARSON BEANIE

O/S | 100% ACRYLIC

USA: w/s \$5 msrp \$10

CAN: w/s \$7.50 msrp \$15



BLACK



EMERALD



OLIVE



BURGUNDY



RED



ROYAL BLUE



NEON GREEN



NEON ORANGE



VINTAGE WHITE

SHIP DATE | 7/1/20



JE1000 FITTED CREW

XS - L | 100% COTTON

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

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



CHARCOAL



VINTAGE OLIVE



BLUSH



WHITE

SHIP DATE | 7/1/20



JE1003 BOYFRIEND CROPPED

XS - L | 100% COTTON

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

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



CHARCOAL



VINTAGE OLIVE



BLUSH



WHITE

SHIP DATE | 7/1/20



JE1001 ROCK TANK

XS - L | 100% COTTON

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

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



CHARCOAL



VINTAGE OLIVE



BLUSH



WHITE

SHIP DATE | 7/1/20



JE1002 MUSCLE TANK

XS - L | 100% COTTON

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

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



CHARCOAL



VINTAGE OLIVE



BLUSH



WHITE

SHIP DATE | 7/1/20



JE1005 FLEECE CREWNECK

XS - L | 80% COTTON 20% POLYESTER

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

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



VINTAGE BLACK



HEATHER GREY



JE1004 FLEECE HOODIE

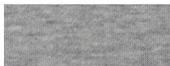
XS - L | 80% COTTON 20% POLYESTER

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

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



VINTAGE BLACK



HEATHER GREY

SHIP DATE | 7/1/20



JE1006 FLEECE JOGGER

XS - L | 80% COTTON 20% POLYESTER

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

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



VINTAGE BLACK



HEATHER GREY









SALES CONTACTS

LIRA CLOTHING
1169 N. KNOLLWOOD CIR.
ANAHEIM, CA 92801
O. 714-676-8624

SEAN HARRIS
NATIONAL SALES MGR
C. 949.929.8270
sean@liraclimbing.com

AMELIA RENAUD
SOUTHWEST
C. 714.931.5896
amelia.n.renaud@gmail.com

EVA HUME
PACIFIC NORTHWEST
C. 303.886.7791
eva@whitefangsales.com

TYTUS FRIAR
ROCKIES
C. 303.884.0368
tytusfriar@mac.com

LAUREN BERTOLINO
NORTH EAST & TRI STATE
C. 917.226.8763
lauren@soloshowroom.com

MORGANN LEIDIGH
SOUTHEAST
C. 904.229.9496
morgann@shopskyeshowroom.com

NICOLE ORSARGOS
MID ATLANTIC
C. 757.270.0033
snicoleo@me.com

INTERNATIONAL

LIRA CANADA INC.
1443 RUE BEGIN,
SAINT-LAURENT QC H4R 1V8
CANADA (LIRA)
O. 877-507-5472

MARC-A. SAUCIER
CANADIAN SALES MGR
C. 877.507.5472
marc@liraclimbing.com

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

J.S. WEIR
WESTERN CANADA
C. 778.320.9347
js@waydangerous.com

