

DON'T LOOK BACK



CRTV / SCTY

Collectively
Created

Individually
Expressed

Reg. No.
3-528-874

liraclimbing.com

Holiday 2017
Collection



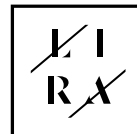
HL
20
17

CANADA





DON'T LOOK BACK



HOLIDAY 2017 COLLECTION

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.



JC2900 CRIMSON - COAT

BLACK | IVORY

XS - L | 70% Polyester 30% Wool

USA: w/s \$50 msrp \$100 **CAN:** w/s \$60 msrp \$120



JC2800 FURTHERMORE - JACKET

BLACK

XS - L | 100% Vegan Leather

USA: w/s \$45 msrp \$90 **CAN:** w/s \$50 msrp \$100



JC2906 ENYA - SWEATER

MOCHA | BLACK

XS - L | 100% Acrylic

USA: w/s \$28 msrp \$56 **CAN:** w/s \$32.50 msrp \$65



JC2904 CYNDI - SWEATER

GREY | BLACK

XS - L | 100% Acrylic

USA: w/s \$28 msrp \$56 **CAN:** w/s \$32.50 msrp \$65

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER





JC2908 ECLIPSE - DRESS

MOCHA | BLACK

XS - L | 93% Polyester 7% Spandex

USA: w/s \$26 msrp \$52 **CAN:** w/s \$30 msrp \$60



JC2909 TARYN - DRESS

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



JC2911 SOFIA - DRESS

BLACK | IVORY
XS - L | 55% Milk Fiber 39% Viscose 6% Spandex
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC2910 VICTORY PLAID - DRESS

NAVY | BLACK
XS - L | 100% Viscose
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC2808 EDEN - DRESS

BURGUNDY | MUSTARD | BLACK

XS - L | 68% Modal 32% Polyester

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

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



JC2913 OWEN SHURNKEN - THERMAL

LAVENDER | IVORY | BLACK

XS - L | 63% Viscose 32% Polyester 5% Spandex

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

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



JC2914 MODERN - TOP

IVORY | BLACK | LAVENDER

XS - L | 95% Viscose 5% Spandex

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

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



JC2912 JONAH - TOP

NAVY | IVORY
XS - L | 100% Viscose
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC2915 CARLA - TOP

BLACK | IVORY
XS - L | 55% Milk Fiber 39% Viscose 6% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC2916 MYLEE - TOP

IVORY | BLACK
XS - L | 96% Viscose 4% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC2917 MCCALISTER TROUSER - PANT

BLACK
XS - L | 97% Polyester 3% Spandex
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50





JD2949 EMMY V NECK - TOP

BLACK | IVORY | BURGUNDY
XS - L | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JC2816 NINA - DENIM

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



**JC2901 BENSON REVERSIBLE - BOMBER**

BLACK

XS - L | 100% Polyester

USA: w/s \$55 msrp \$110**CAN:** w/s \$65 msrp \$130**JC2905 STONE - BOMBER**

OLIVE | BLACK

XS - L | 100% Polyester

USA: w/s \$40 msrp \$80**CAN:** w/s \$45 msrp \$90

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

**JC2902 KEEGAN - JACKET**

BLACK

XS - L | 50% Acrylic 50% Wool

USA: w/s \$45 msrp \$90**CAN:** w/s \$55 msrp \$110**JC2903 SONYA - SWEATER**

IVORY | BLACK

XS - L | 100% Acrylic

USA: w/s \$28 msrp \$56**CAN:** w/s \$32.50 msrp \$65



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



JC2907 MONACO - DRESS

BLACK

XS - L | 83% Viscose 17% Nylon

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

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



JC2918 RADFORD - DRESS

OLIVE | BLACK
XS - L | 93% Polyester 3% Spandex
USA: w/s \$24 msrp \$50 **CAN:** w/s \$27.50 msrp \$55

JC2920 MELBOURNE - DRESS

MUSTARD | BLACK
XS - L | 60% Viscose 35% Polyester 5% Spandex
USA: w/s \$23 msrp \$46 **CAN:** w/s \$27.50 msrp \$55



JC2919 MAVEN THERMAL - DRESS

BLACK | BURGUNDY | MUSTARD
XS - L | 97% Polyester 3% 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



JC2921 ANARCHY PLAID - TOP

MUSTARD | BLACK
 XS - L | 100% Viscose
USA: w/s \$24 msrp \$50 **CAN:** w/s \$27.50 msrp \$55



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





FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

JC2922 ALL MINE THERMAL - TOP

HEATHER GREY | BLACK
XS - L | 94% Polyester 6% Spandex
USA: w/s \$23 msrp \$46 CAN: w/s \$27.50 msrp \$55

JC2924 VIERA FLEECE - TOP

OLIVE | CHARCOAL
XS - L | 90% Cotton 10% Polyester
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC2923 SPARROW THERMAL - TOP

BURGUNDY | BLACK | MUSTARD
XS - L | 98% Polyester 2% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45

JC2828 ROCKWAY - DENIM

BLACK
25 - 31 | 97% Cotton 3% Spandex
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70





JC2926 PHEOBE FLEECE - TOP

HEATHER GREY | BLACK

XS - L | 48% Viscose 25% Polyamide 23% Polyester 4% Spandex

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

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



JC2927 FLINT FLEECE - JOGGER

HEATHER GREY | BLACK

XS - L | 48% Viscose 25% Polyamide 23% Polyester 4% Spandex

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

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



JD2950 RILEY SHRUNKEN - HOODIE

HEATHER GREY | BLACK

XS - L | 100% Cotton

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

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



**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





JD2936 WILD AND FREE - LONG SLEEVE

BLACK | SAGE
XS - L | 95% Modal 5% Spandex
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2937 WILD AND FREE - LS RAGLAN

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



JD2938 WILD AND FREE - CREWNECK

BLACK | SAGE
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32

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



JD2939 DARLIN - LONG SLEEVE

BLACK | BURGUNDY
XS - L | 95% Modal 5% Spandex
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2940 DARLIN - LS RAGLAN

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



JD2941 DARLIN - CREWNECK

BLACK | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD2942 DONT LOOK BACK - LONG SLEEVE



JD2943 DONT LOOK BACK - LS RAGLAN

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

BLACK | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2944 DONT LOOK BACK - CREWNECK

IVORY | MUSTARD
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$16 msrp \$32



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





JD2945 STIPPLE ROSE - LONG SLEEVE

BLACK | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2946 STIPPLE ROSE - LS RAGLAN

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



JD2947 STIPPLE ROSE - CREWNECK

BLACK | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$16 msrp \$32





JD2866 SOLID RAGLAN

IVORY | CHARCOAL | BURGUNDY | BLACK
XS - L | 50% Modal 50% Cotton

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



JD2951 SOLID LONG SLEEVE

IVORY | CHARCOAL | BURGUNDY | BLACK
XS - L | 95% Modal 5% Spandex

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



JD2868 SOLID CREWNECK

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







SALES CONTACTS

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

BRIAN BARLOW
NATIONAL SALES MGR
D. 562.889-2717
barlow@liraclothing.com

TAMMY GREEN - TAG SHOWROOM
CALIFORNIA & NEVADA - WMNS MAJORS
C. 714.390.3513
theshowroombytag@gmail.com

AMELIA RENAUD - TAG SHOWROOM
CALIFORNIA & NEVADA -
SPECIALTY
C. 714.931.5896
amelia.theshowroombytag@gmail.com

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

TYTUS FRIAR
ROCKIES
C. 303.884.0368
tytusfriar@mac.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

ALISON LANDHOLT
NORTH EAST &
TRI STATE
C. 858.232.5147
alisonlandholt@gmail.com

INTERNATIONAL

LIRA CANADA INC.
20825 RUE DAOUST,
SAINTE-ANNE-DE-BELLEVUE
QC H9X 0A3
CANADA

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

