



CRTV / SCTY

Collectively
Created

Individually
Expressed

HOLIDAY

2018

LIRA MFG. CO.

HOLIDAY 2018
COLLECTION

"ALTERNATE FUTURE"

—
REGISTRATION
NO.

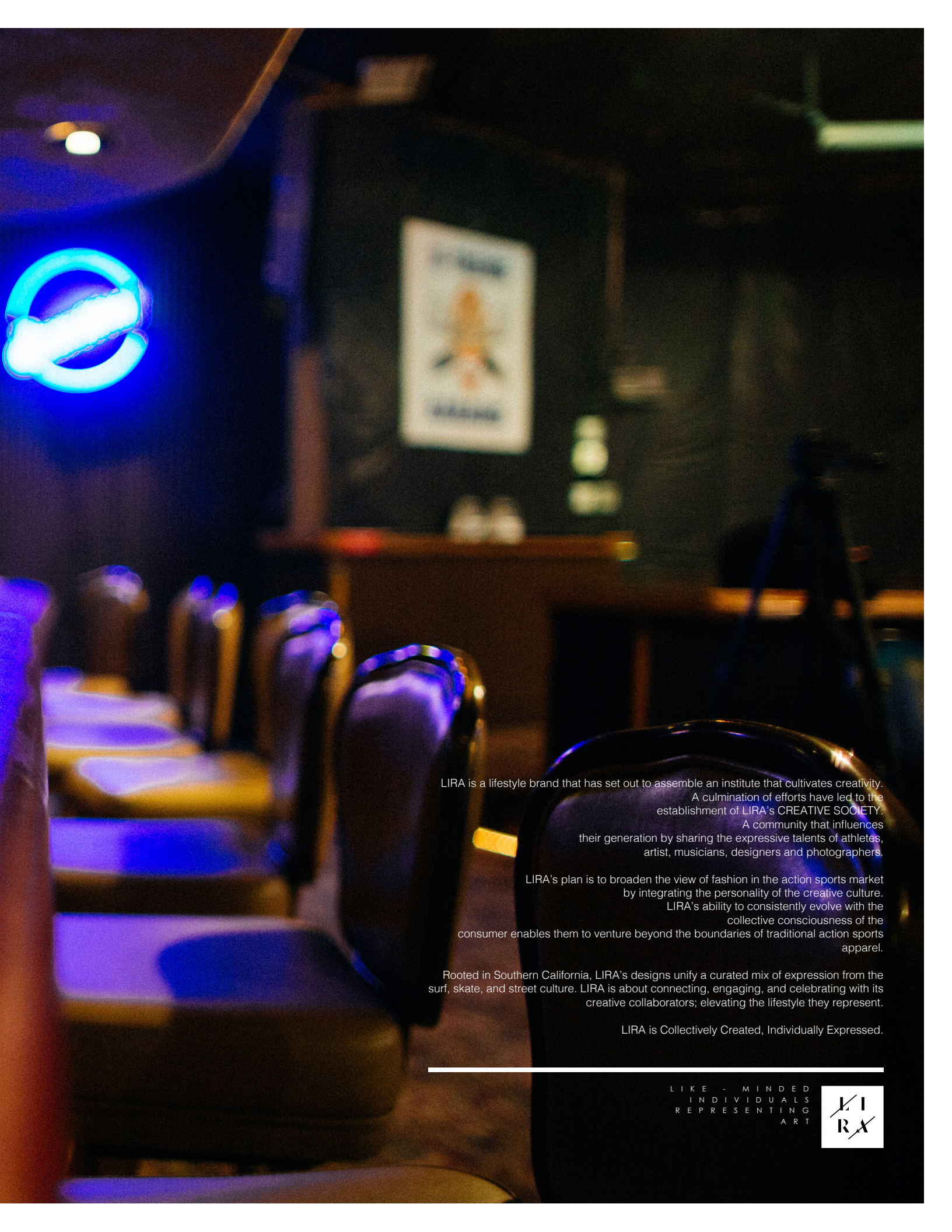
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CRTV // SCTY

USA-CAN

ESTABLISHED MMVII





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.

LIKE - MINDED
INDIVIDUALS
REPRESENTING
ART











SHIP DATE | 10/1/18 - 11/15/18

LC6703 MERRATROID

LC6703 MERRATROID

CAMO | BLACK
S - XXL | 100% Cotton Shell 100% Polyester Lining
USA: w/s \$40 msrp \$80 CAN: w/s \$50 msrp \$100

LD6753 BUCKSHANK

WHITE | MUSTARD
S - XXL | 100% Cotton
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50

LC6216 VACATION

BLACK
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65

LC6216 VACATION



LD6753 BUCKSHANK





L4200 CAMP



L2070 WEEKEND

L4200 CAMP

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

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

LC6701 CARPATRON

BLACK
S - XXL | 100% Polyester
USA: w/s \$45 msrp \$90

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

L2070 WEEKEND

BROWN
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$25 msrp \$50

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



LC6701 CARPATRON







LC6710 LADENIFER



LC6710 LADENIFER

BLACK | BROWN
S - XXL | 60% Cotton 40% Polyester
USA: w/s \$35 msrp \$70 CAN: w/s \$42.50 msrp \$85

LC6640 CLIFTON

KHAKI
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70

LD6752 QUIZNATODD

BLACK | PINK
S - XXL | 100% Cotton
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50

LD6752 QUIZNATODD





LC6760 LEWITH



LC6760 LEWITH

BROWN | BLACK
S - XXL | 80% Cotton 20% Polyester
USA: w/s \$18 msrp \$36 CAN: w/s \$22.50 msrp \$45

LD6711 SHAZBOT

WHITE | MUSTARD
S - XXL | 80% Cotton 20% Polyester
USA: w/s \$32.50 msrp \$65 CAN: w/s \$37.50 msrp \$75



LD6711 SHAZBOT





LC6700 SQUEEPS

BLACK | OLIVE
S - XXL | 100% Cotton Shell 100% Polyester Lining
USA: w/s \$65 msrp \$130 CAN: w/s \$82.50 msrp \$165

LD6080 WINSLOW

CHARCOAL
S - XXL | 50% Cotton 25% Rayon 25% Polyester
USA: w/s \$16 msrp \$32 CAN: w/s \$18 msrp \$36

L4046 BAXTER

FADED BLACK
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex | 14" Leg Opening
USA: w/s \$29 msrp \$60 CAN: w/s \$35 msrp \$70

L4046 BAXTER



LD6080 WINSLOW



LC6700 SQUEEPS



LD6788 TABERNACLE



LD6788 TABERNACLE

WHITE | PINK
S - XXL | 80% Cotton 20% Polyester
USA: w/s \$32 msrp \$64 CAN: w/s \$37.50 msrp \$75

LD6771 FUNYUNZ

MUSTARD
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$16 msrp \$32

LD6786 LOWBOT

RUST MINERAL
S - XXL | 100% Cotton Mineral Wash
USA: w/s \$15 msrp \$30 CAN: w/s \$17.50 msrp \$35



LD6771 FUNYUNZ



LD6786 LOWBOT





SHIP DATE | 10/1/18 - 11/15/18



LD6763 JACKMERIUS



L1302 CROSSROAD

LC6722 GLACKIN

RUST | OLIVE
S - XXL | 100% Cotton
USA: w/s \$28 msrp \$56

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

LD6763 JACKMERIUS

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

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

L1302 CROSSROAD

OLIVE
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex | 14" Leg Opening
USA: w/s \$26 msrp \$54

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



LC6722 GLACKIN



LD6305 LEVY

PINK | OLIVE

S - XXL | 80% Cotton 20% Polyester

USA: w/s \$29 msrp \$58

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



LD6305 LEVY

LD6751 GOOLIUS

NATURAL | BLACK

S - XXL | 100% Cotton

USA: w/s \$23 msrp \$46

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

LD6784 NERFHERDER

VINTAGE WHITE

S - XXL | 100% Cotton

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

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



LD6751 GOOLIUS



LD6784 NERFHERDER





LD6789 SNIFFLES

WHITE | CHARCOAL HEATHER
S - XXL | 100% Cotton
USA: w/s \$18 msrp \$36

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

LD6789 SNIFFLES



LC6720 JUJU

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$29 msrp \$58

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



L4044 STRABLER

FADED BLACK
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex | 14" Leg Opening
USA: w/s \$30 msrp \$60

CAN: w/s \$37.50 msrp \$75



LC6720 JUJU



L4044 STRABLER



LC6721 HOBBS

RED | BLACK
S - XXL | 100% Cotton
USA: w/s \$32 msrp \$64 CAN: w/s \$37.50 msrp \$75

LD6783 KOTOB

BLACK
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$14 msrp \$29

LC6731 GENIER

OLIVE | BLACK
28, 30, 32, 34, 36, 38
100% Cotton Rip Stop | 18" Leg Opening
USA: w/s \$30 msrp \$60 CAN: w/s \$37.50 msrp \$75



LD6783 KOTOB



LC6721 HOBBS



LC6731 GENIER









L2208 VINTAGE DENIM

L2208 VINTAGE DENIM

DARK BLUE
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$30 msrp \$60

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



LD6780 SQUINX

LD6780 SQUINX

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

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

LC6723 DARBOH

NAVY | CLAY
S - XXL | 80% Cotton 20% Polyester
USA: w/s \$29 msrp \$58

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



LC6723 DARBOH

LC6702 SMOOCHIE



LC6702 SMOOCHIE

BURGUNDY | BLACK
S - XXL | 100% Polyester
USA: w/s \$55 msrp \$110

CAN: w/s \$65 msrp \$130



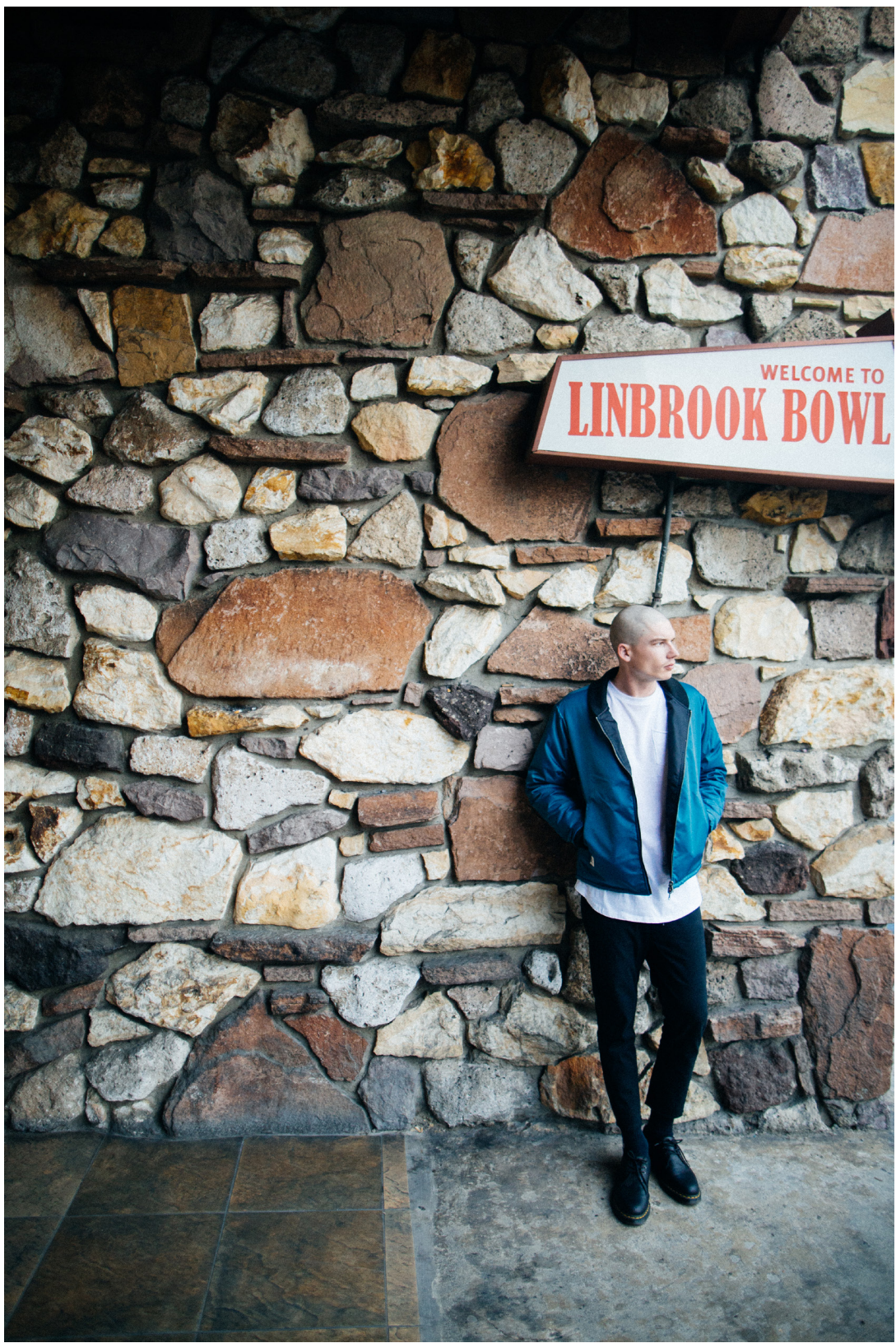
LC6730 JUCKSON

BLACK | CHARCOAL | KHAKI
S - XXL | 95% Cotton 5% Spandex
USA: w/s \$30 msrp \$60

CAN: w/s \$37.50 msrp \$75

LC6730 JUCKSON







LC6791 BEEZER

L4200 CAMP



LC6311 COMRADE



LC6791 BEEZER REVERSIBLE JACKET

BLACK/TEAL
S - XXL | 100% Nylon
USA: w/s \$45 msrp \$90 CAN: w/s \$55 msrp \$110

L4200 CAMP

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

LC6311 COMRADE

BLACK
S - XXL
98% Cotton 2% Spandex | 14" Leg Opening
USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70

BOTTOMS





FADED BLACK



LT. BLUE

L4044 STRABLER

FADED BLACK | LIGHT BLUE

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

98% Cotton 2% Spandex | 14" Leg Opening

USA: w/s \$36 msrp \$74

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



BLUE



FADED BLACK



KHAKI



OLIVE

L4046 BAXTER

BLUE | FADED BLACK | KHAKI | OLIVE

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

98% Cotton 2% Spandex | 14" Leg Opening

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

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



BLUE



BLACK



DARK BLACK



DARK BLUE

L2208 VINTAGE DENIM JOGGER

BLUE | BLACK | DARK BLACK | DARK BLUE

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

98% Cotton 2% Spandex

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

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



NEW COLORWAYS
NC

MARKETED STYLE
MS

CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SWIM CATALOG

FOUR WAY STRETCH



BLACK



CHARCOAL



D.KHAKI



BURGUNDY



SLATE



OLIVE



BROWN



STONE



CAMO



SILVER

L2070 WEEKEND

BLACK | CHAR | KHAKI | BURG | SLATE | OLIVE | BROWN | STONE | CAMO | SILVER
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$25 msrp \$50 CAN: w/s \$32.50 msrp \$65



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



KHAKI

LC6640 CLIFTON

BLACK | CHARCOAL | KHAKI
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70



BLACK



CHARCOAL



KHAKI



NAVY



BLUE

LC6216 VACATION CROPPED JOGGER

BLACK | CHARCOAL | KHAKI | NAVY | BLUE

S - XXL

98% Cotton 2% Spandex | 14" Leg opening

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

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



BLACK



CHARCOAL



KHAKI

LC6311 COMRADE CHINO

BLACK | CHARCOAL | KHAKI

S - XXL

98% Cotton 2% Spandex | 14" Leg opening

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

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



BLACK



CHARCOAL



D.KHAKI



CAMO



BROWN



OLIVE

L1302 CROSSROAD

BLACK | CHAR | KHAKI | OLIVE | BROWN | CAMO

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

98% Cotton 2% Spandex | 14" Leg Opening

USA: w/s \$26 msrp \$54

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





**LD6740 FLOOZY**

BLACK | HEATHER GREY

S - XXL | 100% Cotton

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

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

**LD6741 THICKET**

BLACK | PINK

S - XXL | 100% Cotton

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

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

**LD6742 SCHWINSLOW**

WHITE | PINK

S - XXL | 100% Cotton

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

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

**LD6743 JEFFERSKIN**

BLACK | WHITE

S - XXL | 100% Cotton

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

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



NEW COLORWAYS

MARKETED STYLE

CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SPIN CATALOG

FOUR WAY STRETCH

ELEVATED BASICS

SHIP DATE | 10/1/18 - 11/15/18

NEW COLORWAYS
MARKETED STYLE
CARRY OVER
MADE IN THE USA
EXTENDED LENGTH
SWIM CATALOG
FOUR WAY STRETCH



L4200 CAMP

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



L4199 ROYCE

BLACK | BURGUNDY | MUSTARD
S - XXL | 100% Cotton Mineral Wash
USA: w/s \$16 msrp \$32 CAN: w/s \$19 msrp \$38



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 | NAVY | BURGUNDY
S - XXL | 100% Cotton Mineral Wash
USA: w/s \$21 msrp \$42 CAN: w/s \$26 msrp \$52



LD6080 WINSLOW

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



**LD6700 GALEN**

BLACK | BURGUNDY | NAVY | OLIVE
S - XXL | 100% Cotton Mineral Wash

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

**LD6701 GRONK**

BLACK | BURGUNDY | NAVY | OLIVE
S - XXL | 100% Cotton Mineral Wash

USA: w/s \$18 msrp \$36 CAN: w/s \$22.50 msrp \$45

**LD6702 EMBO**

BLACK | WHITE | HEATHER GREY | PINK
S - XXL | 100% Cotton Mineral Wash

USA: w/s \$24 msrp \$48 CAN: w/s \$27.50 msrp \$55

**LD6703 HUX**

VINTAGE BLACK | VINTAGE DENIM | VINTAGE OLIVE | VINTAGE BRICK
S - XXL | 100% Cotton Mineral Wash

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

NEW COLORWAYS
MARKETED STYLE
MS
CARRY OVER
MADE IN THE USA
EXTENDED LENGTH
SWIN CATALOG
FOUR WAY STRETCH



LD6770 SQUALLY

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

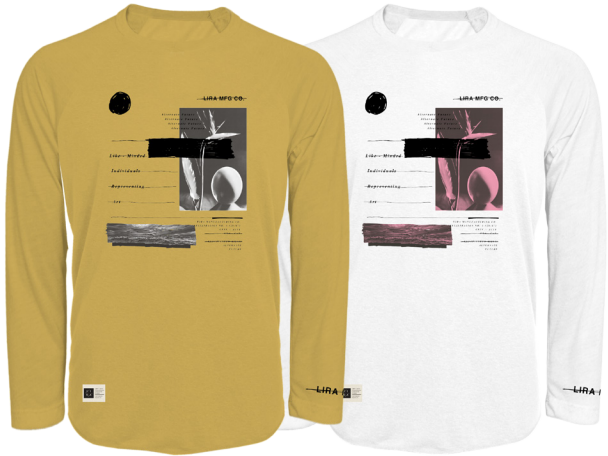
CAN: w/s \$16 msrp \$32



LD6771 FUNYUNZ

MUSTARD | WHITE
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30

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



LD6772 DOADLES

MUSTARD | WHITE
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30

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



LD6773 FLUGGET

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

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



**LD6780 SQUINX**

BLACK | WHITE

S - XXL | 100% Cotton

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

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

**LD6780 SQUINX**

BLACK MINERAL | RUST MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6781 HALFY**

BLACK | WHITE

S - XXL | 100% Cotton

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

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

**LD6781 HALFY**

BLACK MINERAL | OLIVE MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6782 POOL SERVICE**

BLACK | VINTAGE WHITE

S - XXL | 100% Cotton

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

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

**LD6782 POOL SERVICE**

BLACK MINERAL | OLIVE MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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



NEW COLORWAYS

MARKETED STYLE

CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SWIM CATALOG

FOUR WAY STRETCH

**LD6783 KOTOB**

BLACK | WHITE

S - XXL | 100% Cotton

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

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

**LD6783 KOTOB**

RUST MINERAL | TEAL MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6784 NERFHERDER**

BLACK | VINTAGE WHITE

S - XXL | 100% Cotton

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

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

**LD6784 NERFHERDER**

BLACK MINERAL | OLIVE MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6785 LIRA HOTLINE**

BLACK | VINTAGE WHITE

S - XXL | 100% Cotton

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

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

**LD6785 LIRA HOTLINE**

BLACK MINERAL | OLIVE MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6786 LOWBOT**

BLACK | WHITE

S - XXL | 100% Cotton

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

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

**LD6786 LOWBOT**

TEAL MINERAL | RUST MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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

**LD6787 SNOODLES**

BLACK | VINTAGE WHITE

S - XXL | 100% Cotton

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

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

**LD6787 SNOODLES**

RUST MINERAL | TEAL MINERAL

S - XXL | 100% Cotton Mineral Wash

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

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



NEW COLORWAYS

MARKETED STYLE

MS

CARRY OVER

C

MADE IN THE USA

E

EXTENDED LENGTH

V

SWIN CATALOG

S

FOUR WAY STRETCH

A

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LIRA MANUFACTURING CO.
CRTV // SCTY
INDIVIDUALLY EXPRESSED
COLLECTIVELY CREATED
Reg. No. 3-578-874

