



HOLIDAY 2018
COLLECTION

BRING ON THE NIGHT

COLLECTIVELY CREATED
INDIVIDUALLY EXPRESSED

CRTV // SCTV

USA // CAN
Reg. No. 3-528-874
MMVII

BRING ON
THE NIGHT



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2018







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.



**JC3304 CAMILA SWEATER**

BLACK | BROWN

XS - L | 55% POLYESTER 45% ACRYLIC

USA: w/s \$28 msrp \$56 CAN: w/s \$37.50 msrp \$75

**JC3259 SKYLARK PANT**

BLACK | COPPER

25-31 | 98% COTTON 2% STRECH CORD

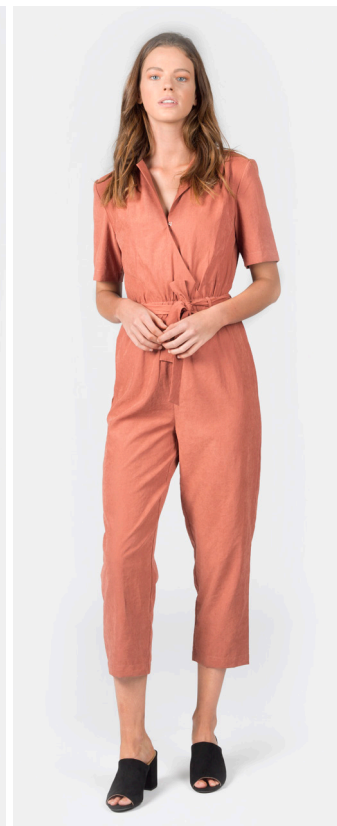
USA: w/s \$29 msrp \$58 CAN: w/s \$37.50 msrp \$75

**JC3233 ECLIPSE TOP**

BLACK | IRON

XS - L | 100% VISCOSE

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

**JC3305 NATALIE JUMPSUIT**

BLACK | RUST

XS - L | 100% POLYESTER

USA: w/s \$34 msrp \$68 CAN: w/s \$45 msrp \$90

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER







JC3302 PAISLEY TOP

HEATHER CHARCOAL | ARMY
XS - L | 100% RAYON
USA: w/s \$23 msrp \$46 CAN: w/s \$27.50 msrp \$55



JC3301 MIA SKIRT

BLACK | COPPER
XS - L | 98% COTTON 2% STRETCH CORD
USA: w/s \$25 msrp \$50 CAN: w/s \$32.50 msrp \$65



JC3250 LONDON HEIGHTS SWEATER

BLACK | BURGUNDY
XS - L | 69% ACRYLIC 31% COTTON
USA: w/s \$34 msrp \$68 CAN: w/s \$45 msrp \$90



JC3239 TORINO DENIM

BLACK
25-31 | 98% COTTON 2% STRETCH DENIM
USA: w/s \$29 msrp \$58 CAN: w/s \$35 msrp \$70





JC3210 TALK LATER DRESS

BLACK | ARMY
XS - L | 70% MODAL 30% POLYESTER
USA: w/s \$30 msrp \$60 CAN: w/s \$37.50 msrp \$75

JC3303 AUDREY JACKET

BLACK | COPPER
XS - L | 80% POLYESTER 20% WOOL
USA: w/s \$65 msrp \$130 CAN: w/s \$78 msrp \$156



FOUR WAY STRETCH

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CARRY OVER



JC3227 RIVERS DRESS

BLACK | IRON

XS - L | 100% Viscose

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

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

JC3329 TRISTAN TOP

BURGUNDY | BLACK

XS - L | 60% COTTON 30% POLYESTER 10% VISCOSE

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

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

CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH







JC3248 STARRY NIGHTS DRESS

BLACK | IRON
XS - L | 100% VSCOSE
USA: w/s \$26 msrp \$52 CAN: w/s \$32.50 msrp \$65



JC3328 SARAI SWEATER

BLACK
XS/S, M/L | 65% POLYESTER 25% POLYAMIDE 10% ACRYLIC
USA: w/s \$32 msrp \$64 CAN: w/s \$42.50 msrp \$85



JC3215 IMPALA JOGGER

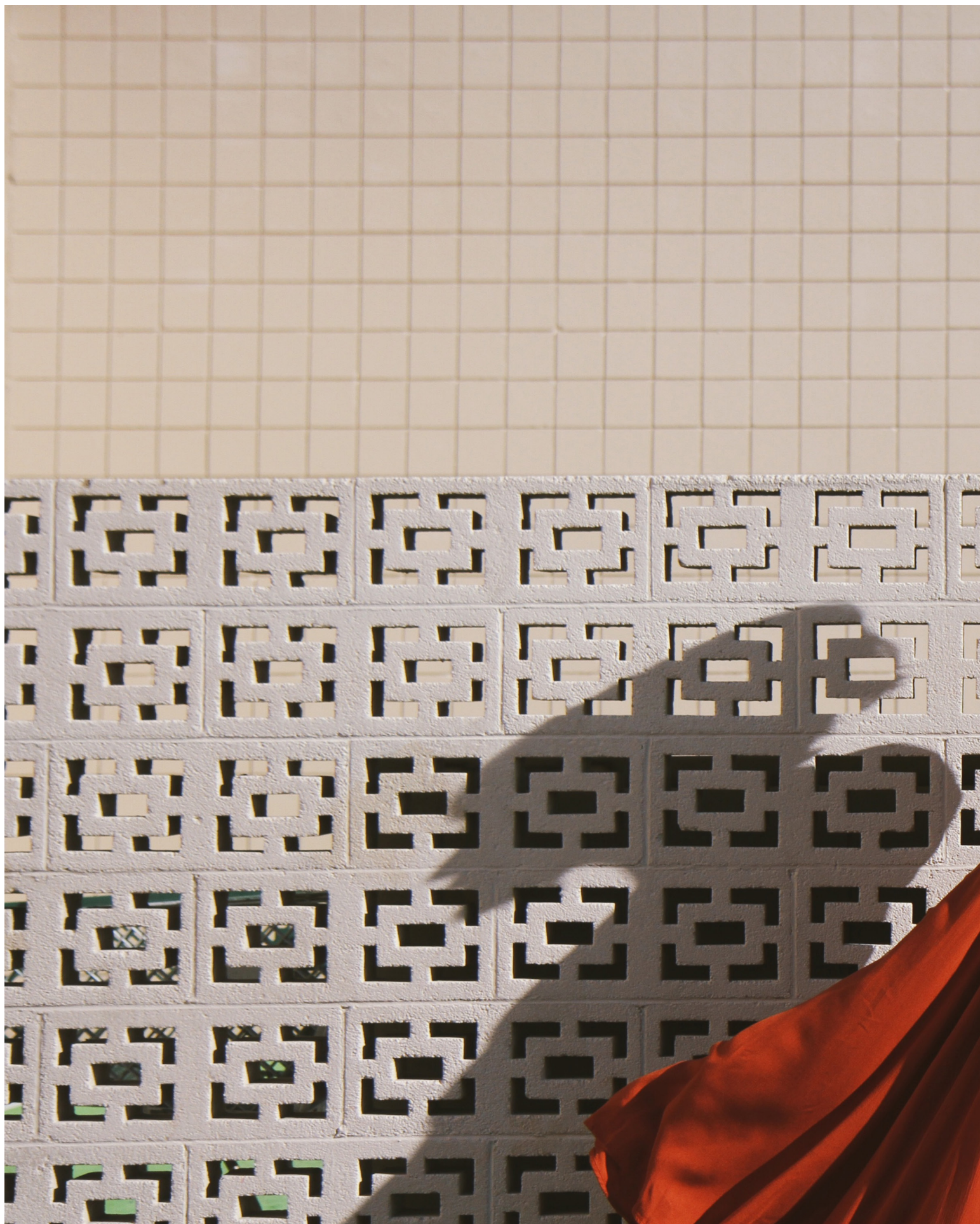
BLACK | DARK KHAKI
XS - L | 98% COTTON 2% STRETCH TWILL
USA: w/s \$25 msrp \$50 CAN: w/s \$32.50 msrp \$65



JC3306 MATLIDA CREW

BLACK | BURGUNDY
XS - L | 100% TENCEL
USA: w/s \$27 msrp \$54 CAN: w/s \$35 msrp \$70







FOUR WAY STRETCH

SIZING CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

**JC3310 SOPHIA DRESS**BLACK | RUST
XS - L | 100% VISCOSE**USA:** w/s \$40 msrp \$80 **CAN:** w/s \$50 msrp \$100**JC3225 LEXI DRESS**BLACK | BERRY
XS - L | 98% POLYESTER 2% SPANDEX**USA:** w/s \$24 msrp \$48 **CAN:** w/s \$30 msrp \$60**JC3313 CARSON SWEATER**BLACK | BURGUNDY
XS - L | 100% ACRYLIC**USA:** w/s \$30 msrp \$60 **CAN:** w/s \$40 msrp \$80**JC3308 PENELOPE SKIRT**BLACK | IVORY
XS - L | 100% VISCOSE**USA:** w/s \$25 msrp \$50 **CAN:** w/s \$32.50 msrp \$65





JC3311 MALIA DRESS

BLACK | IVORY
XS - L | 100% VISCOSE

USA: w/s \$32 msrp \$64 CAN: w/s \$40 msrp \$80

JC3314 TYLER JACKET

BLACK
XS - L | 100% PU SUEDE

USA: w/s \$45 msrp \$90 CAN: w/s \$55 msrp \$110

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

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JC3312 EMMA TOP

BLACK | NAVY
XS - L | 48% RAYON 47% COTTON 3% SPANDEX
USA: w/s \$22 msrp \$44 CAN: w/s \$27.50 msrp \$55

JC3327 PARKVIEW JACKET

BLACK | BURGUNDY
XS - L | 100% FAUX FUR
USA: w/s \$45 msrp \$90 CAN: w/s \$55 msrp \$110

SHIP DATE

10/1/18- 11/15/18



JC3309 AVERY TOP

BLACK | IVORY

XS - L | 100% RAYON

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

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



JC3235 ODESSA SWEATER

HEATHER GREY | HEATHER BURGUNDY

XS - L | 50% POLYESTER 37% VISCOSE 10% NYLON 3% ANGORA

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

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



JC2803 MIRANDA CARDIGAN

NAVY | TERRACOTTA

XS/S, M/L | 65% POLYESTER 25% POLYAMIDE 10% ACRYLIC

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

CAN: w/s \$42.50 msrp \$85



JC3323 CORONADO TROUSER

BLACK | KHAKI

XS - L | 100% LYOCCELL

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

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

FOUR WAY STRETCH

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JC3307 LAYLA CREW

NAVY | PEACH
XS - L | 81% COTTON 19% POLYESTER
USA: w/s \$30 msrp \$60 CAN: w/s \$37.50 msrp \$75

JC3247 LUKE SWEATPANT

BLACK | HEATHER GREY
XS - L | 56% COTTON 44% POLYESTER FLEECE, 280G
USA: w/s \$22 msrp \$44 CAN: w/s \$30 msrp \$60



FOUR WAY STRETCH



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**JC3315 CARTER JACKET**

BLACK | CHAMPANGE

XS - L | 100% FAUX FUR

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

CAN: w/s \$78 msrp \$156

**JC3320 GRACIE DRESS**

BLACK | JADE

XS - L | 100% POLYESTER

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

CAN: w/s \$42.50 msrp \$85

**JC3316 SHINE ON DRESS**

BLACK | ROSE GOLD

XS - L | 100% POLYESTER

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

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









JC3318 JAXON JUMPSUIT

WINE | BLACK
XS - L | 100% POLYESTER
USA: w/s \$36 msrp \$72 CAN: w/s \$45 msrp \$90

JC3317 PIPER DRESS

WINE | CHAMPAGNE
XS - L | 100% POLYESTER
USA: w/s \$40 msrp \$80 CAN: w/s \$50 msrp \$100





JC3228 DYLAN TOP

BLACK | WINE
XS - L | 94% POLYESTER 6% SPANDEX
USA: w/s \$26 msrp \$52 CAN: w/s \$32.50 msrp \$65

JC3319 JOANNE SKIRT

COPPER | CHAMPANGE
XS - L | 100% POLYESTER
USA: w/s \$27 msrp \$54 CAN: w/s \$35 msrp \$70





JC3321 JANE TOP

BLACK | IVORY
 XS - L | 100% POLYAMIDE
 USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70



JC3322 FRAN TROUSER

BLACK | COPPER
 XS - L | 95% POLYESTER 5% SPANDEX
 USA: w/s \$27 msrp \$54 CAN: w/s \$35 msrp \$70



CARRY OVER  MADE IN THE USA  EXTENDED LENGTH  SEW IN CANALOG  FOUR WAY STRETCH 





JC3325 SWEET DREAMS BRALETTE

BLACK | GOLD
XS - L | 100% Polyester
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JC3326 RYAN BRALETTE

GOLD | BURGUNDY
XS - L | 100% POLYESTER
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32





JD3330 BRING ON CREW

BLACK | IVORY
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28

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



JD3333 BOOZE + YOU CREW

BLACK | BRICK
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28

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



JD3332 RUNAWAYS CREW

BLACK | HEATHER GREY
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28

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





JD3331 BASIC CREW

BLACK | HEATHER GREY
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



JD3334 GET LOST CREW

BRICK | IVORY
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



FOUR WAY STRETCH

SNIM CATALOG

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CARRY OVER



JD3336 HEART BREAKER LS

BLACK | IVORY
XS - L | 100% COTTON
USA: w/s \$16 msrp \$32 CAN: w/s \$20 msrp \$40



JD3335 NICE BUTT LS

BLACK | HEATHER GREY
XS - L | 100% COTTON
USA: w/s \$16 msrp \$32 CAN: w/s \$20 msrp \$40



JD3059 SOLID CREW NECK

BLACK | IVORY | HEATHER GREY | BRICK
XS - L | 100% COTTON
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD3281 SOLID LONG SLEEVE

BLACK | IVORY | HEATHER GREY | BRICK
XS - L | 100% COTTON
USA: w/s \$14 msrp \$28 CAN: w/s \$17.50 msrp \$35



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