

COLLECTIVELY
CREATED

INDIVIDUALLY
EXPRESSED

USA // CALIFORNIA
REG. NO. 3-528-874

LIRA MFG. CO.



SPRING 17 COLLECTION

MUTED EXPRESSION

SPRINGTIME IS ALIVE AGAIN WITH FRESH COLOR, ATTITUDE AND A RENEWED FEELING OF LIFE. LIRA'S SPRING 17 COLLECTION 'MUTED EXPRESSION' CAPTURES A FEELING WITHOUT SPEECH. EXPRESSING HER REBEL SPIRIT THROUGH HER STYLE, SHE EMPOWERS THE ONES AROUND HER BY BEING CONFIDENT IN HER OWN SKIN. WHILE STAYING TRUE TO HER EPHEMERALITY OF LIFE, SHE WITHOUT KNOWING CREATES A CROWD OF ADMIRERS.

LIRA WOMEN'S SPRING 17 COLLECTION 'MUTED EXPRESSION' HOPES IN FINDING A BEAUTIFUL ELEGANCE IN HER EVERYDAY STYLE. THIS COLLECTION INCLUDES MOODY COLORS AND PRINTS WITH DARLING SILHOUETTES MAKING FOR A POTENT COMBINATION OF A REBELLIOUSLY-SEXY SPIRIT.





FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC2600 EL RAY - DRESS

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



JC2602 ROSA - DRESS

BLACK | IVORY
XS - L | 95% Polyester 5% Spandex
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC2605 LUNAR - SWEATER

IVORY | CHARCOAL
XS - L | 50% Cotton 50% Acrylic
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC2606 AINSLEY - TOP

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





JC2603 PRIYA - PLAYSUIT

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

JC2604 EVERYDAY - PLAYSUIT

BLACK | LT.BLUE HEATHER
XS - L | 95% Viscose 5% Spandex
USA: w/s \$23 msrp \$46 CAN: w/s \$25 msrp \$50



JC2607 SPIRIT - TOP

LT.BLUE HEATHER | BLACK | IVORY
XS - L | 95% Viscose 5% Spandex
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50

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JC2609 AIDEN - SHORT

IVORY | BLACK

XS - L | 100% Viscose

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

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



JC2623 HITCH HIKER - SHORT

BLACK | LT. BLUE

XS - L | 83% Cotton 16% Polyester 1% Spandex

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

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





JC2621 SIMONE - BODYSUIT

BLACK | IVORY
 XS - L | 95% Polyester 5% Spandex
USA: w/s \$19 msrp \$38 **CAN:** w/s \$23 msrp \$46



JC2422 KEEPSAKE - DENIM

LT.BLUE | BLACK
 25-31 | 100% Cotton
USA: w/s \$29 msrp \$60 **CAN:** w/s \$35 msrp \$70





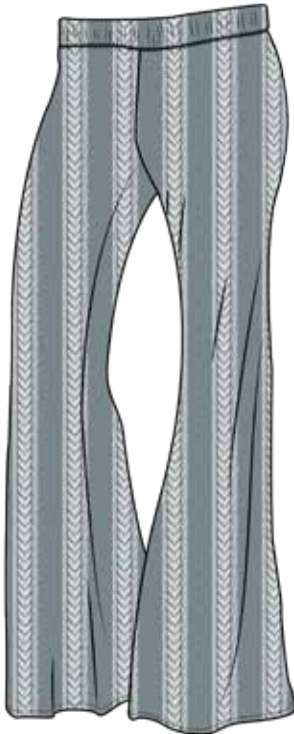
JD2633 FATE - TOP

MAUVE | BLACK | IVORY

XS - L | 96% Modal 4% Spandex

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

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



JD2632 KAYA - BELL PANT

BLACK | LT.BLUE

XS - L | 96% Modal 4% Spandex

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

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



JD2612 INSTINCT - SKIRT

BLACK | LT.BLUE

XS - L | 96% Modal 4% Spandex

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

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



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JC2613 WILDFIRE - DRESS

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



JC2677 APRIL - DRESS

BLACK | IVORY
 XS - L | 95% Polyester 5% Spandex
USA: w/s \$22 msrp \$44 **CAN:** w/s \$26 msrp \$52



JC2616 CYNTHIA - ROMPER

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



JC2630 BLOOM - TOP

IVORY | BLACK
 XS - L | 100% Polyester
USA: w/s \$22 msrp \$44 **CAN:** w/s \$26 msrp \$52



JC2617 ONYX - TOP

BLACK | IVORY

XS - L | 100% Viscose

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

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



JC2618 COYOTE - TOP

IVORY | BLACK

XS - L | 100% Viscose

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

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



JC2628 KINLEY - TANK

IVORY | MAUVE | BLACK
XS - L | 95% Rayon 5% Spandex
USA: w/s \$17 msrp \$34 CAN: w/s \$20 msrp \$40

JC2631 CAPTAIN - SKORT

IVORY | BLACK
XS - L | 100% Polyester
USA: w/s \$24 msrp \$48 CAN: w/s \$28 msrp \$56



JC2622 ZIGGY - SHORT

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

FOUR WAY STRETCH

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JC2624 RIVIERA - PANT

BLACK | IVORY

XS - L | 100% Viscose

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

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



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JC2601 CALIA - DRESS

BLACK | NUDE
 XS - L | Shell 1: 20% Linen 80% Cotton Shell 2: 100% Viscose
USA: w/s \$27 msrp \$54 **CAN:** w/s \$33 msrp \$66



JC2625 MIDTOWN - DRESS

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



JD2614 MAXWELL - DRESS

MAUVE | BLACK
 XS - L | 95% Modal 5% Spandex
USA: w/s \$21 msrp \$42 **CAN:** w/s \$25 msrp \$50



JC2615 MONTROSE - ROMPER

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



JC2626 GAZER - ROMPER

H.GREY | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$23 msrp \$46 CAN: w/s \$27 msrp \$54



JC2629 ZARA - TOP

IVORY | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$19 msrp \$38 CAN: w/s \$23 msrp \$46



JC2627 EDWIN - TOP

BLACK | IVORY
XS - L | 100% Rayon
USA: w/s \$22 msrp \$44 CAN: w/s \$28 msrp \$56



JC2611 MODERN LOVE - PANT

MAUVE | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$22 msrp \$44 CAN: w/s \$27 msrp \$54

CARRY OVER
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FOUR WAY STRETCH



JD2608 FRANKLIN - TANK

MAUVE | BLACK | IVORY
XS - L | 98% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34




JC2610 MARIPOSA - SHORT

BLACK | NUDE
XS - L | Waist: 20% Linen 80% Cotton Body: 100% Viscose
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50





JC2639 JESSI - KAFTAN

BLACK | IVORY
XS - L | 95% Polyester 5% Spandex 
USA: w/s \$19 msrp \$38 CAN: w/s \$24 msrp \$48



JC2637 LENNOX - SWIM SHORT

BLACK | SILVER
XS - L | 80% Polyester 20% Spandex 
USA: w/s \$16 msrp \$34 CAN: w/s \$20 msrp \$40





JC2638 MARINA - ROMPER

IVORY | BLACK

XS - L | 100% Polyester

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

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



CARRY OVER



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SWIM CATALOG



FOUR WAY STRETCH





JC2670 JAGGER - BRALETTE

BLACK | LT.BLUE
 XS - L | Shell: 100% Polyester Lining: 94% Polyester 6% Spandex
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32



JC2669 AMARA - BRALETTE

GREY | BLACK
 XS - L | Shell: 100% Polyester Lining: 100% Rayon
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32

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JC2675 BLYTHE - BRALETTE

BLACK | IVORY
 XS - L | 85% Nylon 15% Spandex
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32



JC2673 WINONA - BRALETTE

BLACK | IVORY
 XS - L | 82% Polyester 18% Spandex
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32



JC2671 FELICITY - BRALETTE

SAGE | BLACK
 XS - L | 94% Polyester 6% Spandex
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32



JC2674 BROOKLYN - BRALETTE

IVORY | BLACK
 XS - L | 94% Polyester 6% Spandex
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32





JD2640 VAGABOND S/S RAGLAN

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2641 VAGABOND S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2642 VAGABOND MUSCLE

BLACK | H.GREY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2643 VAGABOND RACERBACK TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34

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JD2644 CERVEZA S/S RAGLAN

IVORY | MAUVE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2645 CERVEZA S/S V-NECK

BLACK | MAUVE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2646 CERVEZA MUSCLE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2647 CERVEZA RACERBACK TANK

BLACK | MAUVE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34





JD2648 SPRING BREAK S/S RAGLAN

BLACK | H.GREY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2649 SPRING BREAK S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2650 SPRING BREAK MUSCLE

BLACK | H.GREY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2651 SPRING BREAK RACERBACK TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34

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JD2652 SUCCULENTS S/S RAGLAN

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2653 SUCCULENTS S/S V-NECK

BLACK | SAGE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JC2654 SUCCULENTS MUSCLE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2655 SUCCULENTS RACERBACK TANK

IVORY | SAGE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



CARRY OVER
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JD2656 BAD HABITS S/S RAGLAN

IVORY | LT.BLUE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 **CAN:** w/s \$20 msrp \$40



JD2657 BAD HABITS S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2658 BAD HABITS MUSCLE

IVORY | LT. BLUE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JC2659 BAD HABITS RACERBACK TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34

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JD2660 LOVERS S/S RAGLAN

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp 30 **CAN:** w/s \$20 msrp \$40



JD2661 LOVERS S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2662 LOVERS MUSCLE

BLACK | H.GREY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2663 LOVERS RACERBACK TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 **CAN:** w/s \$17 msrp \$34



JD2664 SOLID S/S RAGLAN

IVORY | BLACK | SAGE | H.GREY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$13 msrp \$26 **CAN:** w/s \$16 msrp \$32



J2482 SOLID S/S V-NECK

H.GREY | BLACK | IVORY | SAGE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30



JD2666 SOLID MUSCLE

BLACK | H.GREY | IVORY | SAGE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30



JD2667 SOLID RACERBACK TANK

SAGE | H.GREY | IVORY | BLACK
XS - XL | 96% Modal 4% Spandex
USA: w/s \$12 msrp \$24 **CAN:** w/s \$15 msrp \$30

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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.

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