

COLLECTIVELY
CREATED

INDIVIDUALLY
EXPRESSED

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

LIRA MFG. CO.



SWIM COLLECTION

2017





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.





FAITH ONE PIECE



RHEA TOP



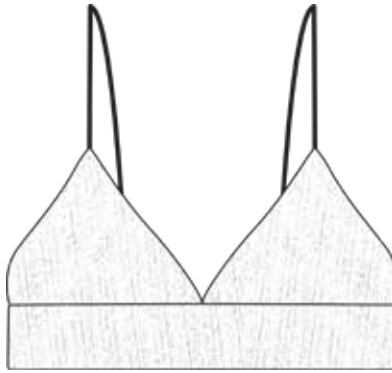
JAMIE BOTTOM



LS0601 RHEA TOP
COLOR **BLACK**

80% Nylon 20% Spandex Triangle Top with black strapping and brushed nylon texture.

USA \$20 MSRP \$40 CAN \$23 MSRP \$46



LS0601 RHEA TOP
COLOR **IVORY**

80% Nylon 20% Spandex Triangle Top with black strapping and brushed nylon texture.

USA \$20 MSRP \$40 CAN \$23 MSRP \$46



LS0601 RHEA TOP
COLOR **SILVER**

80% Nylon 20% Spandex Triangle Top with black strapping and brushed nylon texture.

USA \$20 MSRP \$40 CAN \$23 MSRP \$46



LS0602 JAMIE EVERYDAY BOTTOM
COLOR **BLACK**

80% Nylon 20% Spandex everyday bottom with a brushed nylon texture.

USA \$19 MSRP \$38 CAN \$22 MSRP \$44



LS0602 JAMIE EVERYDAY BOTTOM
COLOR **IVORY**

80% Nylon 20% Spandex everyday bottom with a brushed nylon texture.

USA \$19 MSRP \$38 CAN \$22 MSRP \$44



LS0602 JAMIE EVERYDAY BOTTOM
COLOR **SILVER**

80% Nylon 20% Spandex everyday bottom with a brushed nylon texture.

USA \$19 MSRP \$38 CAN \$22 MSRP \$44



LS0610 PENNY LANE TOP
COLOR **BLACK**

80% Nylon 20% Spandex wire top with brushed nylon texture and lace overlay.

USA \$22 MSRP \$44 CAN \$25 MSRP \$50



LS0610 PENNY LANE TOP
COLOR **SILVER**

80% Nylon 20% Spandex wire top with brushed nylon texture and lace overlay.

USA \$22 MSRP \$46 CAN \$25 MSRP \$50



LS0600 FAITH ONE PIECE
COLOR BLACK

80% Nylon 20% Spandex one piece suit with ruffle sides and brushed nylon texture.
USA \$34 MSRP \$68 CAN \$38 MSRP \$76



LS0600 FAITH ONE PIECE
COLOR SILVER

80% Nylon 20% Spandex one piece suit with ruffle sides and brushed nylon texture.
USA \$34 MSRP \$68 CAN \$38 MSRP \$76



JC2637 LENNOX SWIM SHORT
COLOR SILVER

80% Nylon 20% Spandex short with tie-side and brushed nylon texture.
USA \$16 MSRP \$34 CAN \$20 MSRP \$40



JC2637 LENNOX SWIM SHORT
COLOR BLACK

80% Nylon 20% Spandex short with tie-side and brushed nylon texture.
USA \$16 MSRP \$34 CAN \$20 MSRP \$40



PENNY LANE TOP

LENNOX SHORT



SILVA HALTER



GIA BOTTOM



LS0603 LUCIA ONE PIECE
COLOR **BLACK**

85% Polyester 15%Spandex
one-piece suit with mesh detail.

USA \$34 MSRP \$68 **CAN \$38** MSRP \$76



LS0603 LUCIA ONE PIECE
COLOR **IVORY**

85% Polyester 15%Spandex
one-piece suit with mesh detail.

USA \$34 MSRP \$68 **CAN \$38** MSRP \$76



LS0604 JANIS TOP
COLOR **IVORY**

85% Polyester 15% Spandex bralette
top with crisscross strap detail.

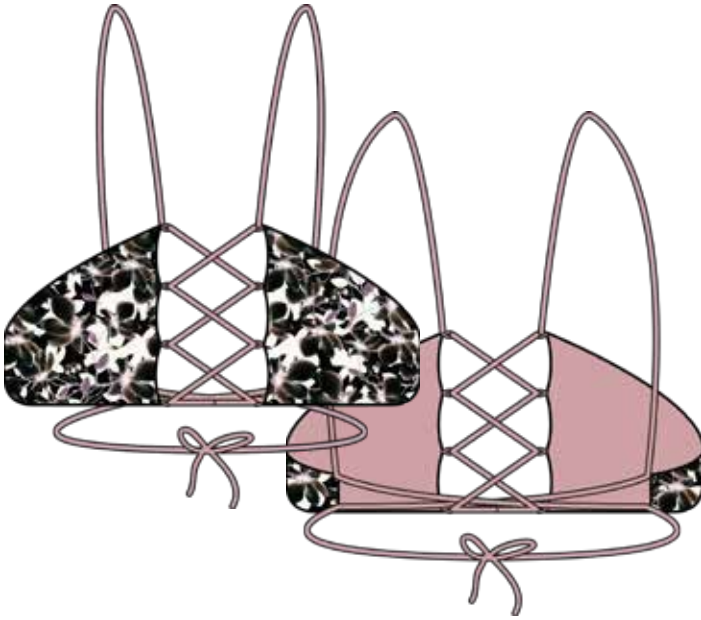
USA \$21 MSRP \$42 **CAN \$24** MSRP \$48



LS0604 JANIS TOP
COLOR **BLACK**

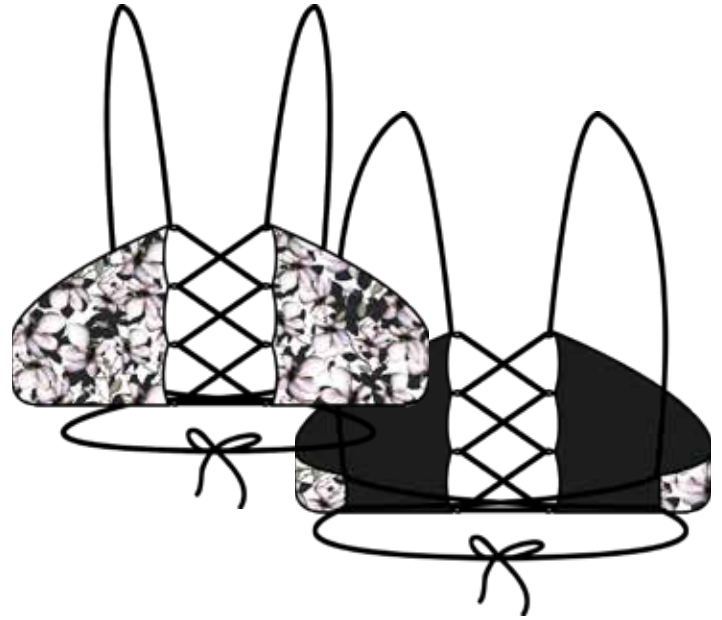
85% Polyester 15% Spandex bralette
top with crisscross strap detail.

USA \$21 MSRP \$42 **CAN \$24** MSRP \$48



LS0605 SILVA REVERSIBLE HALTER
COLOR **BLACK**

85% Polyester 15% Spandex reversible
halter top with crisscross strap detail.
USA \$21 MSRP \$42 CAN \$24 MSRP \$48



LS0605 SILVA REVERSIBLE HALTER
COLOR **IVORY**

85% Polyester 15% Spandex reversible
halter top with crisscross strap detail.
USA \$21 MSRP \$42 CAN \$24 MSRP \$48



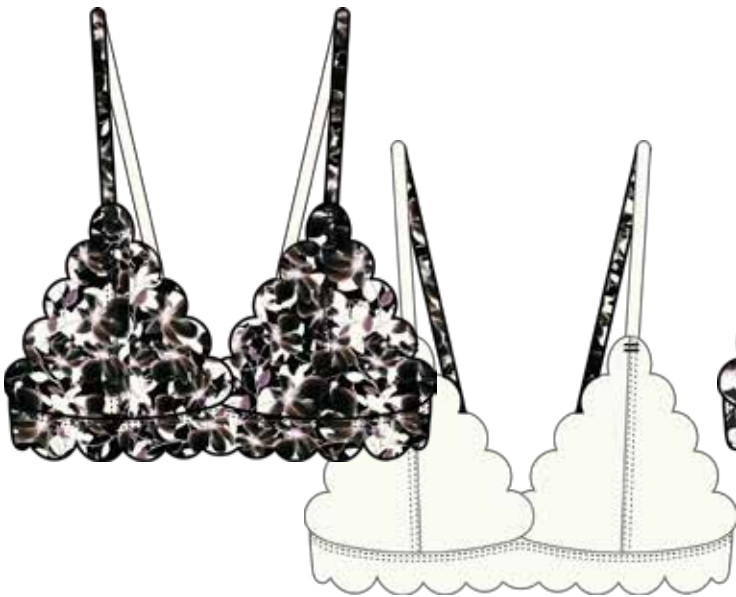
LS0606 GIA REVERSIBLE BOTTOM
COLOR **BLACK**

85% Polyester 15% Spandex reversible
cheeky bottom with crisscross strap at sides.
USA \$19 MSRP \$38 CAN \$22 MSRP \$44



LS0606 GIA REVERSIBLE BOTTOM
COLOR **IVORY**

85% Polyester 15% Spandex reversible
cheeky bottom with crisscross strap at sides.
USA \$19 MSRP \$38 CAN \$22 MSRP \$44



LS0613 ALEXA SEAMLESS TOP
COLOR **BLACK**

85% Polyester 15% Spandex reversible seamless triangle top with laser cut finish.

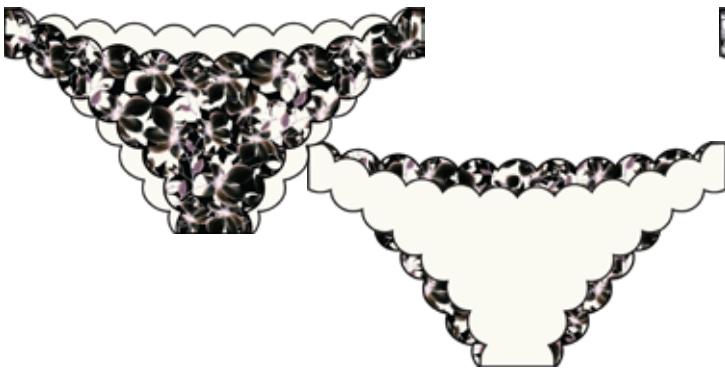
USA \$22 MSRP \$44 CAN \$25 MSRP \$50



LS0613 ALEXA SEAMLESS TOP
COLOR **IVORY**

85% Polyester 15% Spandex reversible seamless triangle top with laser cut finish.

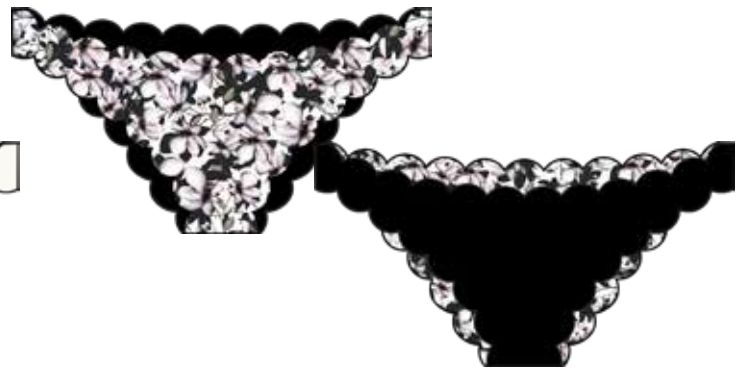
USA \$22 MSRP \$44 CAN \$25 MSRP \$50



LS0614 MANNI SEAMLESS REVERSIBLE BOTTOM
COLOR **BLACK**

85% Polyester 15% Spandex reversible seamless bottom with laser cut finish.

USA \$21 MSRP \$42 CAN \$24 MSRP \$48



LS0614 MANNI SEAMLESS REVERSIBLE BOTTOM
COLOR **IVORY**

85% Polyester 15% Spandex reversible seamless bottom with laser cut finish.

USA \$21 MSRP \$42 CAN \$24 MSRP \$48



JC2639 JESSI KAFTAN
COLOR BLACK

95% Polyester 5% Spandex
Kaftan with drawstring waist.

USA \$19 MSRP \$38 **CAN \$24** MSRP \$48



JC2639 JESSI KAFTAN
COLOR IVORY

95% Polyester 5% Spandex
Kaftan with drawstring waist.

USA \$19 MSRP \$38 **CAN \$24** MSRP \$48



ALEXA TOP



MANNI BOTTOM

JESSI KAFTAN





LS0607 VERONA BRALETTE TOP
COLOR **BLACK**

85% Polyester 15% Spandex
bralette top with black mesh detail.

USA \$19 MSRP \$38 **CAN \$22** MSRP \$44



LS0607 VERONA BRALETTE TOP
COLOR **IVORY**

85% Polyester 15% Spandex
bralette top with black mesh detail.

USA \$19 MSRP \$38 **CAN \$22** MSRP \$44



LS0608 JUNE CHEEKY BOTTOM
COLOR **BLACK**

85% Polyester 15% Spandex
cheeky bottom with black mesh detail.

USA \$18 MSRP \$36 **CAN \$21** MSRP \$42



LS0608 JUNE CHEEKY BOTTOM
COLOR **IVORY**

85% Polyester 15% Spandex
cheeky bottom with black mesh detail.

USA \$18 MSRP \$36 **CAN \$21** MSRP \$42



LS0609 ROSITA BRALETTE TOP
COLOR **IVORY**

92% Nylon 8% Spandex
bralette top with black lace overlay.
USA \$21 MSRP \$42 CAN \$24 MSRP \$48



LS0609 ROSITA BRALETTE TOP
COLOR **MAUVE**

92% Nylon 8% Spandex
bralette top with black lace overlay.
USA \$21 MSRP \$42 CAN \$24 MSRP \$48



JC2611 MODERN LOVE PANT
COLOR **MAUVE**

95% Viscose 5% Spandex pant with
back elastic fixed waist.
USA \$22 MSRP \$44 CAN \$27 MSRP \$54



JC2611 MODERN LOVE PANT
COLOR **BLACK**

95% Viscose 5% Spandex pant with
back elastic fixed waist.
USA \$22 MSRP \$44 CAN \$27 MSRP \$54



PENNY LANE TOP

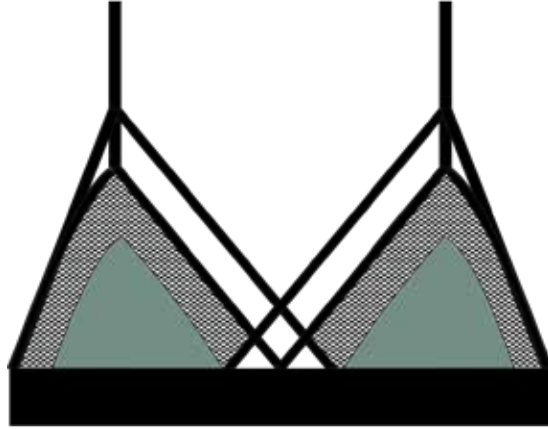
MODERN LOVE PANT



JC2604 EVERYDAY PLAYSUIT
COLOR **BLACK**
95% Viscose 5% Spandex
cheeky bottom with black mesh detail.
USA \$23 MSRP \$46 **CAN \$25** MSRP \$50



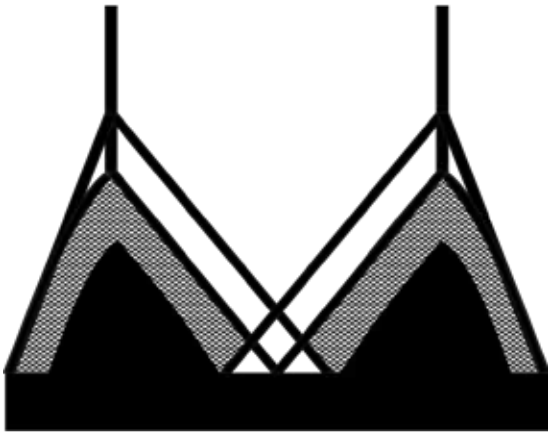
JC2604 EVERYDAY PLAYSUIT
COLOR **LT. BLUE HEATHER**
95% Viscose 5% Spandex
cheeky bottom with black mesh detail.
USA \$23 MSRP \$46 **CAN \$25** MSRP \$50



LS0422 PAMELA TOP
COLOR SAGE

80% Nylon 20% Spandex
bralette top with black mesh detail.

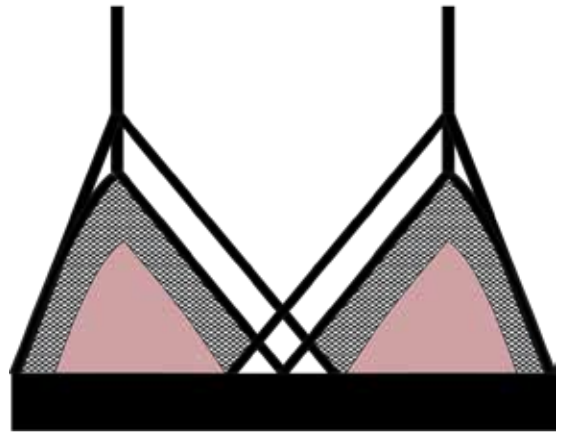
USA \$18 MSRP \$36 **CAN \$21** MSRP \$42



LS0422 PAMELA TOP
COLOR BLACK

80% Nylon 20% Spandex
bralette top with black mesh detail.

USA \$18 MSRP \$36 **CAN \$21** MSRP \$42



LS0422 PAMELA TOP
COLOR MAUVE

80% Nylon 20% Spandex
bralette top with black mesh detail.

USA \$18 MSRP \$36 **CAN \$21** MSRP \$42



LS0423 PAMELA CHEEKY BOTTOM
COLOR SAGE

80% Nylon 20% Spandex
cheeky bottom with black mesh detail.

USA \$17 MSRP \$34 **CAN \$20** MSRP \$40



LS0423 PAMELA CHEEKY BOTTOM
COLOR BLACK

80% Nylon 20% Spandex
cheeky bottom with black mesh detail.

USA \$17 MSRP \$34 **CAN \$20** MSRP \$40



LS0423 PAMELA CHEEKY BOTTOM
COLOR MAUVE

80% Nylon 20% Spandex
cheeky bottom with black mesh detail.

USA \$17 MSRP \$34 **CAN \$20** MSRP \$40



ROSITA TOP



JAMIE BOTTOM

VERONA TOP



JUNE BOTTOM





JC2638 MARINA ROMPER
COLOR IVORY

100% Polyester romper with
back lace-up detail.

USA \$22 MSRP \$46 **CAN \$24** MSRP \$48



JC2638 MARINA ROMPER
COLOR BLACK

100% Polyester romper with
back lace-up detail.

USA \$22 MSRP \$46 **CAN \$24** MSRP \$48



MARINA ROMPER



JANIS TOP



JAMIE BOTTOM



LUCIA ONE PIECE

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