

SP
/ 17

CRTV / SCTY
Collectively
Created
Individually
Expressed



BETWEEN
THE
PARALLELS

Spring 17
Collection
Between the Parallels

Lira Mfg. Company
CRTV // SCTY
Reg. No. 3-528-874

2017
SPRING
COLLECTION

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2017
SPRING
COLLECTION

L I K E - M I N D E D
I N D I V I D U A L S
R E P R E S E N T I N G
A R T



Lira continues to assemble an institute that cultivates creativity by bridging the gap between Surf/Skate Lifestyle and Streetwear Culture in its newest collection " Between the Parallels ".

The 2 parallel lines in Lira's iconic box logo represents the separation between the 2 cultures and portrays our way of life.

The new collection consists of enhanced details for supreme comfort and functionality while incorporating both cultures.

Lira is also proud to launch the " Hyper Flex Series ", our first recreation wear line. A small capsule of performance inspired clothing and accessories made for the everyday athlete. The craftsmanship of each item is focused on performance while embracing a minimal aesthetic combined with 3m reflective printing.





LC6000 DIVISION

BLACK | NAVY
28, 30, 32, 34, 36, 38, 40
60% Nylon 40% Cotton
USA: w/s \$25 msrp \$50

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

FOUR WAY STRETCH



SWIM CATALOG

EXTENDED LENGTH



MADE IN THE USA

CARRY OVER



LC6002 FLOCK

BLACK | NAVY
28, 30, 32, 34, 36, 38, 40
60% Nylon 40% Cotton
USA: w/s \$25 msrp \$50

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



LC6004 VERTIGO

NAVY | BURGUNDY
28, 30, 32, 34, 36, 38, 40
60% Nylon 40% Cotton
USA: w/s \$25 msrp \$50

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



LC6006 ORCHID

BLACK | NAVY
28, 30, 32, 34, 36, 38, 40
60% Nylon 40% Cotton
USA: w/s \$25 msrp \$50

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



LC6001 LAGUNA

BLACK | VINTAGE WHITE
28, 30, 32, 34, 36, 38, 40
88% Polyester 12% Spandex

USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



LC6005 ALOE

BLACK | GREY
28, 30, 32, 34, 36, 38, 40
88% Polyester 12% Spandex

USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



LC6003 PANELS

NAVY | LT.BLUE
28, 30, 32, 34, 36, 38, 40
88% Polyester 12% Spandex

USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



LC6007 HAWKEYE

BLACK | GREY
28, 30, 32, 34, 36, 38, 40
88% Polyester 12% Spandex

USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



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



LC3013 RANDALL

BLACK | BLUE
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



LC6011 EZRA

BLACK | OLIVE | KHAKI
28, 30, 32, 34, 36, 38, 40
100% Cotton Canvas
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



LC6012 JOCSON

BLACK | V.WHITE
S - XXL | 70% Cotton 30% Polyester
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



LC2414 ANTIQUE

BLACK | BLUE
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$24 msrp \$50 CAN: w/s \$27.50 msrp \$55



SHIP DATE | 2/1/17



BLACK WASH



CHARCOAL WASH



OLIVE WASH



BURGUNDY WASH



NAVY WASH

LC6014 FRAZIER

BLACK | CHAR | OLIVE | BURG | NAVY

S - XXL | 98% Cotton 2% Spandex

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

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



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





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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLACK



CHARCOAL



DARK KHAKI



CAMO

LC4054 CARDINAL

BLACK | CHARCOAL | DARK KHAKI | CAMO

S - XXL | 98% Cotton 2% Spandex

USA: w/s \$27 msrp \$56 CAN: w/s \$35 msrp \$70





BLACK

CHARCOAL

KHAKI

NAVY

LC2853 HOLIDAY

BLACK | CHAR | KHAKI | NAVY
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$26 msrp \$54

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



BLUE

BLACK

LC2208 VINTAGE DENIM JOGGER

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

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



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





BLACK



CHARCOAL



D.KHAKI



BURGUNDY



STONE



CLAY



SAGE



BLUE



CAMO

LC2926 SOCIETY

BLACK | CHAR | KHAKI | BURG | STONE | CLAY | SAGE | BLUE | CAMO
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$24 msrp \$50 CAN: w/s \$27.50 msrp \$55



BLACK



CHARCOAL



D.KHAKI



BURGUNDY



BLUE



CAMO

LC2413 WEEKDAY

BLACK | CHAR | KHAKI | BURG | BLUE | CAMO
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$25 msrp \$50

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

SHIP DATE | 2/1/17



BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

LC1302 CROSSROAD

BLACK | CHAR | KHAKI | BURG | NAVY | CLAY | SAGE | STONE | CAMO

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

98% Cotton 2% Spandex

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

CAN: w/s \$32.5 msrp \$65



BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



OLIVE

CAMO

LC2070 WEEKEND

BLACK | CHAR | D.KHAKI | BURG | NAVY | OLIVE | CAMO

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

98% Cotton 2% Spandex

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

CAN: w/s \$32.5 msrp \$65



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH





BLACK

BURGUNDY

CHARCOAL

DARK KHAKI

LC4051 CRAWLER

BLACK | BURGUNDY | CHARCOAL | DARK KHAKI
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$27 msrp \$56 CAN: w/s \$35 msrp \$70



BLACK

CHARCOAL

DARK KHAKI

BURGUNDY

LC4050 RODEO

BLACK | CHARCOAL | DARK KHAKI | BURGUNDY
S - XXL | 98% Cotton 2% Spandex
USA: w/s \$27 msrp \$56 CAN: w/s \$35 msrp \$70



BLACK



KHAKI

LC4048 HANNEGAN

BLACK | KHAKI
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$34 msrp \$70

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



BLACK



KHAKI

LC5023 DARWIN

BLACK | KHAKI
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$37 msrp \$74

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



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLUE



BLACK

LC4044 STRABLER

BLUE | BLACK
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$36 msrp \$74

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



BLUE



BLACK



RAW DENIM

LC4045 BLEEKER

BLUE | BLACK | RAW DENIM
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$36 msrp \$74

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





BLUE

BLACK

LC4046 BAXTER

BLUE | BLACK
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex
USA: w/s \$29 msrp \$60

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



BLUE

BLACK

LC4047 ELLIS

BLUE | BLACK
28, 30, 32, 34, 36, 38, 40
100% Cotton
USA: w/s \$28 msrp \$58

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



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





LC6015 NOAH

BLACK | OLIVE | KHAKI
28, 30, 32, 34, 36, 38, 40
100% Cotton Canvas

USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70



LC6016 SLASH

BLACK | CHARCOAL | NAVY
28, 30, 32, 34, 36, 38, 40
98% Cotton 2% Spandex

USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70



SHIP DATE 2/1/17





LC6020 TAILS

WHITE | BLACK
S - XXL | 100% Cotton
USA: w/s \$25 msrp \$50

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



LC6021 FADE

BLACK | NAVY
S - XXL | 100% Cotton
USA: w/s \$25 msrp \$50

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



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



LC6022 DAMON

WHITE | BLACK
S - XXL | 100% Cotton
USA: w/s \$25 msrp \$50

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



LC6023 BAKER

GREY | NAVY
S - XXL | 100% Cotton
USA: w/s \$26 msrp \$52

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





LC6031 MALONE

OLIVE | WHITE
S - XXL | 100% Cotton
USA: w/s \$23 msrp \$46 CAN: w/s \$27.50 msrp \$55



LC6030 FLUXUS

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$23 msrp \$46 CAN: w/s \$27.50 msrp \$55



LC6025 ROSETTE

CAMO | WHITE
S - XXL | 100% Polyester
USA: w/s \$30 msrp \$60 CAN: w/s \$38 msrp \$76






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



HYPER FLEX SERIES



LC6024 BATTLE WINDBREAKER JACKET

BLACK
S - XXL | 80% Nylon 10% Polyester 10% Spandex 
USA: w/s \$35 msrp \$70 CAN: w/s \$42.50 msrp \$85



LC6033 AXEL DRI-FIT TEE

BLACK
S - XXL | 100% Polyester
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44




LC6034 TITAN L/S TEE

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



LC6013 SPRINTER TRACK SHORT

BLACK
S - XXL | 80% Nylon 10% Polyester 10% Spandex 
USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65



LC6087 RUNNER SIX PANEL CAP

BLACK
S - XXL | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



SHIP DATE | 1/1/17



LD6032 PITZER

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

▽ ≡
CAN: w/s \$22 msrp \$44



LD6035 REYNOLDS

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

▽ ≡
CAN: w/s \$22 msrp \$44



LD6036 TRIPPY

BLACK | CORAL
S - XXL | 100% Cotton
USA: w/s \$17 msrp \$34

▽ ≡
CAN: w/s \$22 msrp \$44



LD6037 ELLIS

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

▽ ≡
CAN: w/s \$22 msrp \$44





LD6038 INDIE

BLACK | VINTAGE WHITE
S - XXL | 100% Cotton
USA: w/s \$17 msrp \$34

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



LD6039 OLSEN

NAVY | WHITE
S - XXL | 100% Cotton
USA: w/s \$16 msrp \$32

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



LD6040 SURPLUS

BLACK | NAVY
S - XXL | 100% Cotton
USA: w/s \$17 msrp \$34

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



LD6041 HAMILTON

HEATHER GREY | VINTAGE WHITE
S - XXL | 100% Cotton
USA: w/s \$22 msrp \$44

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



SHIP DATE | 1/1/17



LD6050 AUSTIN EXTENDED

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$17 msrp \$34

▽ ≡
CAN: w/s \$22 msrp \$44



LD6051 UNION EXTENDED

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

▽ ≡
CAN: w/s \$22 msrp \$44



LD6052 VANDA

ICE COFFEE | HEATHER GREY
S - XXL | 100% Cotton
USA: w/s \$17 msrp \$34

▽ ≡
CAN: w/s \$22 msrp \$44



LD6053 ROGUE

BLACK | WHITE
S - XXL | 100% Polyester
USA: w/s \$16 msrp \$32

▽ ≡
CAN: w/s \$22 msrp \$44



LD6060 VIBES

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$13 msrp \$26

▽ ≡
CAN: w/s \$15 msrp \$30



LD6061 MOON

BLACK | WHITE
S - XXL | 100% Cotton
USA: w/s \$13 msrp \$26

▽ ≡
CAN: w/s \$15 msrp \$30



LD4200 CAMP

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



LD4199 ROYCE

BLACK | LT. BLUE | BURGUNDY
S - XXL | 100% Cotton
USA: w/s \$16 msrp \$32



LD2637 KIWI

WHITE | BLACK | H.GRAY
S - XXL | 100% Cotton
USA: w/s \$20 msrp \$40



LD4201 BENNY

BLACK | LT. BLUE | BURGUNDY
S - XXL | 100% Cotton
USA: w/s \$21 msrp \$42



LD4202 LEON

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



LD4203 EARL

BLACK | CORAL | RUST
S - XXL | 100% Cotton
USA: w/s \$16 msrp \$32



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



LD6070 SHADE

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

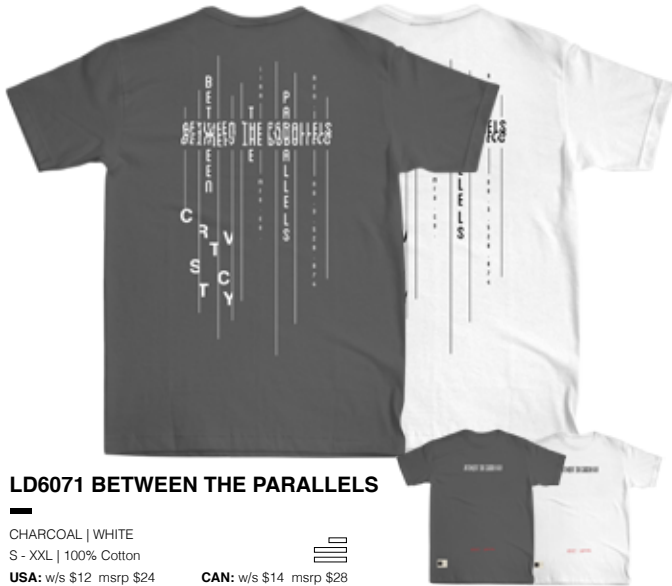
CAN: w/s \$14 msrp \$28



LD6070 SHADE

CONCRETE | TWILIGHT
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26

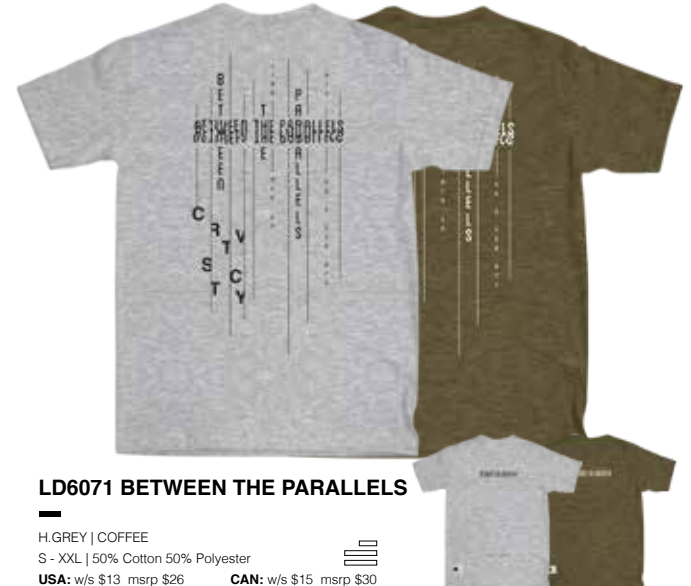
CAN: w/s \$15 msrp \$30



LD6071 BETWEEN THE PARALLELS

CHARCOAL | WHITE
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24

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



LD6071 BETWEEN THE PARALLELS

H.GREY | COFFEE
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26

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



LD6072 WAVES

LT. BLUE | WHITE
S - XXL | 100% Polyester
USA: w/s \$12 msrp \$24

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



LD6072 WAVES

COFFEE | H.GREY
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26

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



LD6073 NEON LIGHT

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

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



LD6073 NEON LIGHT

TWILIGHT | CONCRETE
S - XXL | 50% Cotton 50% Polyester
USA: w/s \$13 msrp \$26

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



LD6074 VISIONS

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

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



LD6074 VISIONS

BLUE ENZYME | BLACK ENZYME
S - XXL | 100% Cotton
USA: w/s \$14 msrp \$28

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



LD6075 FACES

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

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



LD6075 FACES

CORAL ENZYME | BLACK ENZYME
S - XXL | 100% Cotton
USA: w/s \$14 msrp \$28

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





LD6076 VIBES

WHITE | LT. BLUE
S - XXL | 100% Cotton
USA: w/s \$12 msrp \$24

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



LD6076 VIBES

RUST ENZYME | BLACK ENZYME
S - XXL | 100% Cotton
USA: w/s \$14 msrp \$28

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



LD6077 MOON

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

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



LD6077 MOON

BLACK ENZYME | CORAL ENZYME
S - XXL | 100% Cotton
USA: w/s \$14 msrp \$28

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





LC6081 BAR LOGO SIX PANEL BUNGEE CAP

BLACK | WHITE
 1SFA | 100% Polyester
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



LC6082 PARALLELS SIX PANEL CAP

BLACK | BLUE DENIM
 1SFA | 100% Cotton
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



LC6083 FEATHERS UNCONSTRUCTED HAT

BLACK | WHITE
 1SFA | 100% Polyester
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



LC6084 FERN UNCONSTRUCTED HAT

BLACK | SILVER
 1SFA | 100% Cotton
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



LC6085 TYPE UNCONSTRUCTED HAT

RED | BLACK
 1SFA | 100% Cotton
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



LC6086 HAZE SNAPBACK HAT

BLACK | NAVY
 1SFA | 100% Cotton
 USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40

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

SALES CONTACTS

LIRA CLOTHING
1169 N. KNOLLWOOD CIR.
ANAHEIM, CA 92801
O. 714-276-1155
F. 714-276-1156

BRIAN BARLOW
NATIONAL SALES MGR
D. 562-889-2717
barlow@liraclimbing.com

JULIE WATERS
HAWAII & GUAM
C. 808.780.4718
juliewaters@prodigy.net

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

TYTUS FRIAR
ROCKIES
C. 303.884.0368
tytusfriar@mac.com

ROBERT CILENTO
TRI STATE & N. MID ATLANTIC
C. 848.992.0009
robertcilent@yahoo.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

INTERNATIONAL

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



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