



*CRTV | SCTY*

*Collectively  
Created*

*Individually  
Expressed*

*Reg. No.  
3-528-874*

*EST. 2007*



*SPRING // 2019*



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.



SWIM CATALOG  
FOUR WAY STRETCH

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



**JC3456 DANIELLA DRESS**

RED OCHRE | IVORY  
XS - L | 100% VISCOSE  
USA: w/s \$30 msrp \$60      CAN: w/s \$35 msrp \$70



**JC3418 KEEP ME BODYSUIT**

BLACK | RED  
XS - L | 85% POLYESTER 15% VISCOSE  
USA: w/s \$22 msrp \$44      CAN: w/s \$25 msrp \$50



**JC3407 FIREBIRD SHORT**

BLUE | BLACK  
25-31 | 100% COTTON DENIM  
INSEAM: 2.5" RISE: 9"  
USA: w/s \$24 msrp \$48      CAN: w/s \$27.50 msrp \$55



**JC3413 ASH DRESS**

IVORY | RED  
XS-L | 55% VISCOSE 45% NYLON  
USA: w/s \$32 msrp \$64      CAN: w/s \$37.50 msrp \$75









**JC3414 DRIVE BY DRESS**

IVORY | BLACK  
XS - L | 55% VISCOSE 45% NYLON  
USA: w/s \$30 msrp \$60    CAN: w/s \$35 msrp \$70



**JC3417 HOP ALONG JUMPSUIT**

BLACK | RED OCHRE  
XS - L | 100% VISCOSE  
USA: w/s \$29 msrp \$58    CAN: w/s \$32.50 msrp \$65



**JC3405 GOBI JACKET**

BLACK | ARMY  
XS - L | 65% NYLON 35% VISCOSE  
USA: w/s \$39 msrp \$78    CAN: w/s \$50 msrp \$100



**JC3410 MOJAVE TOP**

BLACK | RED  
XS - L | 100% COTTON  
USA: w/s \$19 msrp \$38    CAN: w/s \$22.50 msrp \$45

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

SWIM CATALOG  
FOUR WAY STRETCH

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3412 SALINE TOP

BLACK | RED  
XS - L | 100 % COTTON  
USA: w/s \$18 msrp \$36    CAN: w/s \$22.50 msrp \$45

JC3419 COLD HEART DRESS

BLACK | RED  
XS - L | 85% POLYESTER 15% VISCOSE  
USA: w/s \$26 msrp \$52    CAN: w/s \$30 msrp \$60



JC3411 CAJON TOP

BLACK | RED OCHRE  
XS - L | 100% VISCOSE  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55

JC3408 TESS SKIRT

RED | BLACK  
XS - L | 55% VISCOSE 45% NYLON  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55







MARGARITA  
MAMACITA



FOUR WAY STRETCH  
SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



**JC3415 LONE PINE DRESS**

BLACK | RED OCHRE  
XS - L | 100% VISCOSE  
USA: w/s \$29 msrp \$58      CAN: w/s \$32.50 msrp \$65



**JC3460 AJA TOP**

BLACK | RED  
XS - L | 47% POLYESTER 47% VISCOSE 6% SPANDEX  
USA: w/s \$16 msrp \$32      CAN: w/s \$17.50 msrp \$35



**JC3416 EYES WIDE OPEN SWEATER**

BLACK | RED  
XS - L | 100% COTTON  
USA: w/s \$28 msrp \$56      CAN: w/s \$32.50 msrp \$65



**JC3406 GIBSON TROUSER**

BLACK | RED OCHRE  
XS - L | 100% VISCOSE  
USA: w/s \$28 msrp \$56      CAN: w/s \$32.50 msrp \$65







**JC3457 MATTIE SWEATER**

BLACK | DUSTY ROSE  
XS - L | 80% ACRYLIC 20% NYLON  
USA: w/s \$30 msrp \$60    CAN: w/s \$35 msrp \$70



**JC3409 DAYTONA CORD**

BLACK | IVORY  
25 - 31 | 97% COTTON 3% STRETCH CORD  
INSEAM: 22.5" RISE: 10"  
USA: w/s \$29 msrp \$58    CAN: w/s \$32.50 msrp \$65



**JC3420 SHIMMER FLEECE**

BLACK | IVORY  
XS - L | 92% POLYESTER 8% SPANDEX  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55



**JC3421 GLOSS SHORT**

BLACK | IVORY  
XS - L | 92% POLYESTER 8% SPANDEX  
USA: w/s \$17 msrp \$34    CAN: w/s \$20 msrp \$40

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











**JC3428 KELSO BODYSUIT**

BLACK | LEMON  
XS - L | 95% COTTON 5% SPANDEX  
USA: w/s \$19 msrp \$38    CAN: w/s \$22.50 msrp \$45



**JC3429 BARSTOW FLEECE**

BLACK  
XS - L | 95% COTTON 5% SPANDEX  
USA: w/s \$35 msrp \$70    CAN: w/s \$45 msrp \$90



**JC3431 COBRA SKIRT**

BLACK | BLUE  
XS - L | 99% COTTON 1% STRETCH DENIM & 100% COTTON DENIM  
USA: w/s \$26 msrp \$52    CAN: w/s \$30 msrp \$60



**JC3434 WHITE CLIFFS ROMPER**

BLACK  
XS - L | 60% COTTON 40% RAYON  
USA: w/s \$25 msrp \$50    CAN: w/s \$30 msrp \$60

SWIM CATALOG  
FOUR WAY STRETCH



JC3426 INTERSTATE TOP

RED | BLUE  
XS - L | 100% COTTON  
USA: w/s \$17 msrp \$34    CAN: w/s \$20 msrp \$40

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3432 MEAD DRESS

BLACK | LEMON  
XS - L | 95% COTTON 5% SPANDEX  
USA: w/s \$26 msrp \$52    CAN: w/s \$30 msrp \$60



JC3427 HORNET SHORT

BLACK | BLUE  
XS - L | 99% COTTON 1% STRETCH DENIM & 100% COTTON DENIM  
INSEAM: 2" RISE: 9"  
USA: w/s \$21 msrp \$42    CAN: w/s \$25 msrp \$50



JC3433 DUMONT JUMPSUIT

BLACK  
XS - L | 60% COTTON 40% RAYON  
USA: w/s \$36 msrp \$72    CAN: w/s \$45 msrp \$90



SWIM CATALOG  
FOUR WAY STRETCH



JC3425 GOING WEST TOP

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

JC3435 DUNES SHORT

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

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3216 CHLOE SWEATER

BLACK | PALE ROSE  
XS - L | 100% COTTON  
USA: w/s \$18 msrp \$36    CAN: w/s \$22.50 msrp \$45

JC3430 CALICO TOP

BLACK | RED OCHRE  
XS - L | 87% POLYESTER 8% LINEN 5% VISCOSE  
USA: w/s \$18 msrp \$36    CAN: w/s \$22.50 msrp \$45









JC3437 CEDAR BREAK DRESS

LILAC | BLACK  
XS - L | 100% VISCOSE  
USA: w/s \$29 msrp \$58 CAN: w/s \$32.50 msrp \$65



JC3438 SUNSET RIDGE DRESS

IVORY | BLACK  
XS - L | 100% VISCOSE  
USA: w/s \$34 msrp \$68 CAN: w/s \$40 msrp \$80



JC3402 YASMINE COVERUP

BLACK | IVORY  
OSFA | 100% VISCOSE  
USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65



JC3401 ERIKA COVERUP

BLACK | IVORY  
XS/S, M/L | 100% POLYESTER  
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



**JC3439 MORRO FLEECE**

BLACK | SKY  
XS - L | 100% COTTON FRENCH TERRY  
USA: w/s \$27 msrp \$54    CAN: w/s \$32.50 msrp \$65

**JC3436 DAKOTA DRESS**

BLACK  
XS - L | 60% COTTON 40% RAYON  
USA: w/s \$32 msrp \$64    CAN: w/s \$37.50 msrp \$75



**JC3215 IMPALA JOGGER**

VINTAGE BLUE | BLACK | DARK KHAKI  
XS - L | 65% COTTON 33% POLYESTER 2% STRETCH &  
98% COTTON 2% STRETCH TWILL  
INSEAM: 30" RISE: 10"  
USA: w/s \$25 msrp \$50    CAN: w/s \$32.50 msrp \$65

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

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CARRY OVER







FOUR WAY STRETCH  
SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3446 WILD THANG TOP

NATURAL | RUST  
XS - L | 100% VISCOSE  
USA: w/s \$19 msrp \$38    CAN: w/s \$22.50 msrp \$45



JC3455 BAJA ROMPER

BLACK | RUST  
XS - L | 97% POLYESTER 3% SPANDEX  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55



JC3448 PROWLER PANT

RUST | NATURAL  
XS - L | 100% VISCOSE  
USA: w/s \$26 msrp \$52    CAN: w/s \$30 msrp \$60











**JC3453 NIGHT BLOOM DRESS**

BLACK | RUST  
XS - L | 97% POLYESTER 3% SPANDEX  
USA: w/s \$27 msrp \$54    CAN: w/s \$32.50 msrp \$65

**JC3452 AGAVE DRESS**

GREY | BLACK  
XS - L | 100% COTTON  
USA: w/s \$27 msrp \$54    CAN: w/s \$32.50 msrp \$65



**JC3454 VALLEY VIEW ROMPER**

NATURAL | RUST | BLACK  
XS - L | 100% VISCOSE  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55



**JC3445 DELTA TOP**

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

**JC3450 MUSTANG SHORT**

BLACK | BLUE  
25 - 31 | 100% COTTON DENIM  
INSEAM: 3.5" RISE: 10"  
USA: w/s \$24 msrp \$48    CAN: w/s \$27.50 msrp \$55



**JC3451 CALI DRESS**

NATURAL | RUST | BLACK  
XS - L | 100% VISCOSE  
USA: w/s \$28 msrp \$56    CAN: w/s \$32.50 msrp \$65

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER







JC3447 YUMA TOP

GREY | BLACK  
XS - L | 100% COTTON  
USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45



JC3449 JAVELIN SKIRT

BLACK | IVORY  
XS - L | 97% COTTON 3% STRETCH CORD  
USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60

FOUR WAY STRETCH

SNIP CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER

FOUR WAY STRETCH  
SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



**JD3470 BABES AND BEERS TANK**

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



**JD3466 C'EST LA VIE TANK**

PINK | IVORY  
XS - L | 96% RAYON 4% SPANDEX  
USA: w/s \$14 msrp \$28    CAN: w/s \$17.50 msrp \$35



**JD3468 PR\*CK OFF TANK**

BLACK | IVORY  
XS - L | 96% RAYON 4% SPANDEX  
USA: w/s \$14 msrp \$28    CAN: w/s \$17.50 msrp \$35



**JD3471 TEQUILA WINS TANK**


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





**JD3469 BAD BABES SURF CLUB TANK**


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

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



**JD3467 MARGARITA MAMACITA TANK**

BLACK | HEATHER GREY  
XS - L | 96% RAYON 4% SPANDEX  
USA: w/s \$14 msrp \$28

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



FOUR WAY STRETCH  
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CARRY OVER



**JD3460 BABES AND BEERS CREW**

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



**JD3461 HIEROGLYPH CREW**

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



**JD3463 PALM CLASH CREW**

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









**JD3464 MARGARITA MAMACITA CREW**

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

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

**JD3462 J'ADORE CREW**

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

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



**JD3477 SOLID MUSCLE TANK**

BLACK | IVORY | HEATHER GREY | RED  
XS - L | 100% COTTON  
USA: w/s \$12 msrp \$24    CAN: w/s \$16 msrp \$32



**JD3475 SOLID SWING TANK**

BLACK | IVORY | HEATHER GREY | PINK  
XS - L | 96% RAYON 4% SPANDEX  
USA: w/s \$12 msrp \$24    CAN: w/s \$16 msrp \$32



**JD3476 SOLID RIPPED CREW**

BLACK | IVORY | HEATHER GREY | PINK  
XS - L | 100% Cotton  
USA: w/s \$12 msrp \$24    CAN: w/s \$16 msrp \$32



**JD3059 SOLID CREW NECK**

BLACK | IVORY | HEATHER GREY | RED  
XS - L | 100% Cotton  
USA: w/s \$12 msrp \$24    CAN: w/s \$16 msrp \$32

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



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