



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.





COLLECTION I



JC3456 DANIELLA DRESS

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

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





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





JC3418 KEEP ME BODYSUIT

BLACK | RED

XS - L | 85% POLYESTER 15% VISCOSE

USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50





JC3413 ASH DRESS

IVORY | RED

XS-L | 55% VISCOSE 45% NYLON

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

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









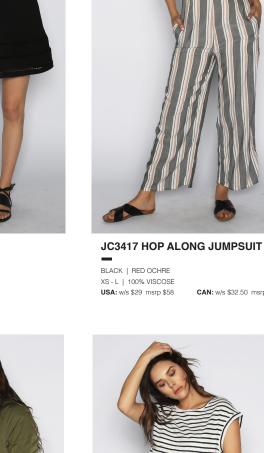


JC3414 DRIVE BY DRESS

IVORY | BLACK

XS - L | 55% VISCOSE 45% NYLON

USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70







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













JC3412 SALINE TOP

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

CAN: w/s \$22.50 msrp \$45



BLACK | RED

XS - L | 85% POLYESTER 15% VISCOSE

USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60



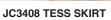




BLACK | RED OCHRE XS - L | 100% VISCOSE **USA:** w/s \$24 msrp \$48

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





RED | BLACK

XS - L | 55% VISCOSE 45% NYLON

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













JC3415 LONE PINE DRESS

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

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



JC3416 EYES WIDE OPEN SWEATER

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

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





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:

srp \$60 **CAN:** w/s \$35 msrp \$70





JC3420 SHIMMER FLEECE

BLACK | IVORY XS - L | 92% POLYESTER 8% SPANDEX





JC3409 DAYTONA CORD

BLACK | IVORY 25 - 31 | 97% COTTON 3% STRETCH CORD INSEAM: 22.5" RISE: 10"





JC3421 GLOSS SHORT

BLACK | IVORY

XS - L | 92% POLYESTER 8% SPANDEX

USA: w/s \$17 msrp \$34 CAN: w/s \$20 msrp \$40











JC3428 KELSO BODYSUIT

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

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





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













JC3426 INTERSTATE TOP

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

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

JC3432 MEAD DRESS

BLACK | LEMON

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





SLACK | 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

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

BLACK

XS - L | 60% COTTON 40% RAYON

USA: w/s \$36 msrp \$72











JC3425 GOING WEST TOP

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

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



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

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





BLACK | PALE ROSE XS - L | 100% COTTON 0 **CAN:** w/s \$22.50 msrp \$45 **USA:** w/s \$18 msrp \$36





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

w/s \$34 msrp \$68 **CAN:** w/s \$40 msrp \$80







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







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





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

0 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















JC3446 WILD THANG TOP

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

CAN: w/s \$22.50 msrp \$45





JC3448 PROWLER PANT

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

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





JC3455 BAJA ROMPER

BLACK | RUST

XS - L | 97% POLYESTER 3% SPANDEX

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











JC3453 NIGHT BLOOM DRESS

BLACK | RUST

XS - L | 97% POLYESTER 3% SPANDEX

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

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



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

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







JC3454 VALLEY VIEW ROMPER

NATURAL | RUST | BLACK XS - L | 100% VISCOSE









JC3445 DELTA TOP

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

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



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







JC3447 YUMA TOP

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





BLACK | IVORY

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

JC3449 JAVELIN SKIRT



















JD3470 BABES AND BEERS TANK

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





PINK | IVORY XS - L | 96% RAYON 4% SPANDEX

CAN: w/s \$17.50 msrp \$35 **USA:** w/s \$14 msrp \$28









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







JD3467 MARGARITA MAMACITA TANK









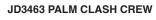


JD3460 BABES AND BEERS CREW

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

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





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







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

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















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







JD3462 J'ADORE CREW

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









BLACK | IVORY | HEATHER GREY | RED XS - L | 100% COTTON

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



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





BLACK | IVORY | HEATHER GREY | RED XS - L | 100% Cotton

CAN: w/s \$16 msrp \$32 **USA:** w/s \$12 msrp \$24





