

S U M

M E

R 1 7



CRTV | SCTY  
Collectively  
Created  
Individually  
Expressed



REGISTRATION NO.  
3-528-874  
USA // CAN

BETWEEN THE PARALLELS  
SUMMER 2017  
COLLECTION

2017  
SUMMER  
COLLECTION

N  
E  
E  
W  
T  
E  
B  
H  
T  
L  
S  
E  
L  
L  
A  
R  
A  
P

2017  
SUMMER  
COLLECTION





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.





### LC6100 BOHO

V.WHITE | BURGUNDY

S, M, L, XL, XXL - Elastic Waist

88% Polyester 12% Spandex 19 in. Outseam

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

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



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



### LC6103 BABYLON

NAVY | OLIVE

S, M, L, XL, XXL - Elastic Waist

60% Nylon 40% Cotton 18 in. Outseam

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

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



### LC6101 CRYSTALLINE

BLACK | V.WHITE

28, 30, 32, 34, 36, 38, 40 - Fixed Waist

88% Polyester 12% Spandex 19 in. Outseam

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

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



### LC6104 DASH

NAVY | BLACK

28, 30, 32, 34, 36, 38, 40 - Fixed Waist

60% Nylon 40% Cotton 19 in. Outseam

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

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



### LC6102 BOTANIC

BLACK | NAVY

28, 30, 32, 34, 36, 38, 40 - Fixed Waist

88% Polyester 12% Spandex 19 in. Outseam

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

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



### LC6105 PELICAN

NAVY | OLIVE

28, 30, 32, 34, 36, 38, 40 - Fixed Waist

60% Nylon 40% Cotton 18 in. Outseam

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

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







### LC6107 HOMAGE

NAVY

S, M, L, XL, XXL - Elastic Waist  
98% Cotton 2% Spandex 19 in. Outseam

**USA:** w/s \$25 msrp \$50 **CAN:** w/s \$30 msrp \$60



### LC6108 MONACO

BLACK | KHAKI | OLIVE

S, M, L, XL, XXL - Elastic Waist  
98% Cotton 2% Spandex 19 in. Outseam

**USA:** w/s \$25 msrp \$50 **CAN:** w/s \$27.50 msrp \$55



### LC3013 RANDALL

BLACK | BLUE

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

98% Cotton 2% Spandex 19 in. Outseam

**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 20 in. Outseam

**USA:** w/s \$25 msrp \$50 **CAN:** w/s \$30 msrp \$60



### L2414 ANTIQUE

BLACK | BLUE

28, 30, 32, 34, 36, 38, 40 - Elastic Waist

98% Cotton 2% Spandex 19 in. Outseam

**USA:** w/s \$24 msrp \$50 **CAN:** w/s \$27.50 msrp \$55





SHIP DATE | 4/15/17



BLACK WASH

CHARCOAL WASH

OLIVE WASH

BURGUNDY WASH

NAVY WASH

LC6014 FRAZIER

BLACK | CHAR | OLIVE | BURG | NAVY  
S, M, L, XL, XXL - Elastic Waist  
98% Cotton 2% Spandex 19 in. Outseam

USA: w/s \$23 msrp \$46      CAN: w/s \$27.50 msrp \$55





BLACK



CHARCOAL



D.KHAKI



BURGUNDY



STONE



CLAY



SAGE



BLUE



CAMO

L2926 SOCIETY

BLACK | CHAR | KHAKI| BURG | STONE | CLAY | SAGE | BLUE | CAMO  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex 19 in. Outseam

USA: w/s \$24 msrp \$50      CAN: w/s \$27.50 msrp \$55



BLACK



CHARCOAL



D.KHAKI



BURGUNDY



BLUE



CLAY



SAGE



STONE



CAMO

L2413 WEEKDAY

BLACK | CHAR | KHAKI| BURG | NAVY | CLAY | SAGE | STONE | CAMO  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex 19 in. Outseam

USA: w/s \$20 msrp \$40      CAN: w/s \$25 msrp \$50





BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

### L1302 CROSSROAD

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

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

98% Cotton 2% Spandex 14 in. Leg opening

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

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



BLACK

CHARCOAL

D.KHAKI

BURGUNDY

NAVY



CLAY

SAGE

STONE

CAMO

### L2070 WEEKEND

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





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



BLACK



CHARCOAL



DARK KHAKI



CAMO

L4054 CARDINAL

BLACK | CHARCOAL | DARK KHAKI | CAMO  
S - XXL | 98% Cotton 2% Spandex

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



FOUR WAY STRETCH



SNIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER





L4051 CRAWLER

BLACK | BURGUNDY | CHARCOAL | DARK KHAKI  
S - XXL | 98% Cotton 2% Spandex  
USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70



L4050 RODEO

BLACK | CHARCOAL | DARK KHAKI | BURGUNDY  
S - XXL | 98% Cotton 2% Spandex  
USA: w/s \$28 msrp \$56 CAN: w/s \$35 msrp \$70







BLUE



BLACK

### L4044 STRABLER

BLUE | BLACK

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

98% Cotton 2% Spandex 14 in. Leg opening

USA: w/s \$36 msrp \$74

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



BLUE



BLACK



RAW DENIM

### L4045 BLEEKER

BLUE | BLACK | RAW DENIM

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

98% Cotton 2% Spandex 14 in. Leg opening

USA: w/s \$36 msrp \$74

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



CARRY OVER



MADE IN THE USA



EXTENDED LENGTH



SWIM CATALOG



FOUR WAY STRETCH



FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



BLUE



BLACK

L4046 BAXTER

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex 14 in. Leg opening  
USA: w/s \$29 msrp \$60      CAN: w/s \$35 msrp \$70



BLUE



BLACK

L4047 ELLIS

BLUE | BLACK  
28, 30, 32, 34, 36, 38, 40  
100% Cotton 14 in. Leg opening  
USA: w/s \$28 msrp \$58      CAN: w/s \$35 msrp \$70





BLUE



BLACK

L2208 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



BLACK



CHARCOAL



KHAKI



NAVY

L2853 HOLIDAY

BLACK | CHAR | KHAK | NAVY  
28, 30, 32, 34, 36, 38, 40  
98% Cotton 2% Spandex  
USA: w/s \$26 msrp \$54 CAN: w/s \$35 msrp \$70



**LC6015 NOAH**

BLACK | OLIVE | KHAKE  
28, 30, 32, 34, 36, 38, 40

100% Cotton Canvas 16 in. Leg opening

**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 13 in. Leg opening

**USA:** w/s \$28 msrp \$56

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









SHIP DATE | 4/15/17



### LC6112 AUSTIN

BLACK | SAGE

S - XXL | 100% Cotton

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

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



### LC6113 FLIGHT

CHARCOAL | NAVY

S - XXL | 100% Cotton

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

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



LIRA MENS





### LC6114 SUNDOWN

BLACK | WHITE

S - XXL | 100% Cotton

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

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



### LC6116 QUARTZ

WHITE

S - XXL | 100% Cotton

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

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



### LC6115 PIER

WHITE | BLACK

S - XXL | 100% Cotton

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

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







# 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 | 3/15/17



### LC6117 OLIMAR

BLACK | V.WHITE  
S - XXL | 100% Cotton

USA: w/s \$18 msrp \$36

CAN: w/s \$21 msrp \$42



### LD6118 HIPPIE

YELLOW | CHARCOAL  
S - XXL | 100% Cotton

USA: w/s \$18 msrp \$36

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



LIRA MENS





### LD6119 MANTRA

BLACK | V.WHITE  
S - XXL | 100% Cotton

USA: w/s \$18 msrp \$36

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



### LD6120 ACADEMY

BLACK | NAVY  
S - XXL | 100% Cotton

USA: w/s \$18 msrp \$36

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



### LD6121 MONTE

H.GREY | V.WHITE  
S - XXL | 100% Cotton

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

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



### LD6122 MORONGO

H.GREY | V.WHITE  
S - XXL | 100% Cotton

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

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







### LC6123 SHORE

BLACK | WHITE  
S - XXL | 100% Cotton

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

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



### LD6124 BETTER DAYS

YELLOW | CHARCOAL  
S - XXL | 100% Cotton

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

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



### LD6125 PRIDE

BLACK | WHITE  
S - XXL | 100% Cotton

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

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



### LD6126 HAVEN

BLACK | VINTAGE WHITE  
S - XXL | 100% Polyester

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

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



### L2500 AUSSIE

BLACK | WHITE | H.GREY  
S - XXL | 100% Cotton

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

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



### L2975 BONDAI

BLACK | BLUE | CORAL  
S - XXL | 100% Cotton

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

CAN: w/s \$18.50 msrp \$37



**L4200 CAMP**

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

   
CAN: w/s \$18 msrp \$36

**L4199 ROYCE**

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

   
CAN: w/s \$18 msrp \$36

**L2637 KIWI**

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

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

**L4201 BENNY**

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

   
CAN: w/s \$26 msrp \$32

**L4202 LEON**

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

   
CAN: w/s \$18 msrp \$36

**L4203 EARL**

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

   
CAN: w/s \$18 msrp \$36



**LD6130 RISING SUN**

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

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

**LD6070 RISING SUN**

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

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

**LD6131 DAYDREAM**

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

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

**LD6131 DAYDREAM**

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

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

**LD6132 FASHION**

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

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

**LD6132 FASHION**

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

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





### LD6133 JUMBLE

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

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



### LD6133 JUMBLE

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

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



### LD6134 SHADOWS

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

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



### LD6134 SHADOWS

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

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



### LD6135 BETTER DAYS

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

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



### LD6135 BETTER DAYS

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

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





**LD6136 SWELL**

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

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

**LD6136 SWELL**

GREY | NAVY  
S - XXL | 50% Cotton 25% Rayon 25% Polyester  
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32

**LD6137 PELICAN**

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

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

**LD6137 PELICAN**

NAVY | GREY  
S - XXL | 50% Cotton 25% Rayon 25% Polyester  
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32

**LD6127 DAYDREAM**

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

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

**LD6128 FASHION**

BLACK | WHITE  
S - XXL | 100% Cotton  
USA: w/s \$13 msrp \$26 CAN: w/s \$15 msrp \$30

**L6138 WILLIS DAD HAT**

BLACK | OLIVE

1SFA | 100% Cotton

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

CAN: w/s \$18 msrp \$36

**LC6139 BLOOM DAD HAT**

BLACK | NAVY

1SFA | 100% Cotton

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

CAN: w/s \$18 msrp \$36

**L6140 DALIA DAD HAT**

BLACK | WHITE

1SFA | 100% Polyester

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

CAN: w/s \$18 msrp \$36

**LC6141 RISE UNCONSTRUCTED HAT**

BLACK | WHITE

1SFA | 100% Cotton

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

CAN: w/s \$18 msrp \$36

**L6142 ALCATRAZ UNCONSTRUCTED HAT**

NAVY | OLIVE

1SFA | 100% Cotton

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

CAN: w/s \$18 msrp \$36

**LC6143 POLKA FLORAL SNAPBACK HAT**

BLACK | WHITE

1SFA | 100% Cotton

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

CAN: w/s \$18 msrp \$36

CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SWIM CATALOG

FOUR WAY STRETCH

@Lira Clothing 2016



## SALES CONTACTS

**LIRA CLOTHING**  
**1169 N. KNOLLWOOD CIR.**  
**ANAHEIM, CA 92801**  
**O. 714-676-8624**

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

TAMMY GREEN - TAG SHOWROOM  
CALIFORNIA & NEVADA - WMNS MAJORS  
C. 714.390.3513  
theshowroombytag@gmail.com

AMELIA RENAUD - TAG SHOWROOM  
CALIFORNIA & NEVADA -  
SPECIALTY  
C. 714.931.5896  
amelia.theshowroombytag@gmail.com

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

**LIRA CANADA INC.**  
**20825 RUE DAOUST,**  
**SAINTE-ANNE-DE-BELLEVUE**  
**QC H9X 0A3**  
**CANADA**

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.  
CITY // SCTY  
INDIVIDUALLY EXPRESSED  
COLLECTIVELY CREATED  
Reg.No. 3-578-874