

CRTC | SCTY
Collectively
Created
Individually
Expressed



MUTED EXPRESSION

SUMMERTIME IS ALIVE AGAIN WITH FRESH COLOR, ATTITUDE AND A RENEWED FEELING OF LIFE. LIRA'S SUMMER 17 COLLECTION 'MUTED EXPRESSION' CAPTURES A FEELING WITHOUT SPEECH. EXPRESSING HER REBEL SPIRIT THROUGH HER STYLE, SHE EMPOWERS THE ONES AROUND HER BY BEING CONFIDENT IN HER OWN SKIN. WHILE STAYING TRUE TO HER EPHEMERALITY OF LIFE, SHE WITHOUT KNOWING CREATES A CROWD OF ADMIRERS.

LIRA WOMEN'S SUMMER 17 COLLECTION 'MUTED EXPRESSION' HOPES IN FINDING A BEAUTIFUL ELEGANCE IN HER EVERYDAY STYLE. THIS COLLECTION INCLUDES MOODY COLORS AND PRINTS WITH DARLING SILHOUETTES MAKING FOR A POTENT COMBINATION OF A REBELLIOUSLY-SEXY SPIRIT.



**JC2700 TALLULAH - DRESS**

IVORY | CORAL

XS - L | 100% Viscose

USA: w/s \$27 msrp \$54**CAN:** w/s \$32 msrp \$64**JC2701 BONDI - DRESS**

IVORY | BLACK

XS - L | 95% Rayon 5% Spandex

USA: w/s \$23 msrp \$46**CAN:** w/s \$26 msrp \$52**JC2702 ANTIGUA - DRESS**

BLACK | IVORY

XS - L | 95% Rayon 5% Spandex

USA: w/s \$22 msrp \$44**CAN:** w/s \$25 msrp \$50**JC2703 EMILIA - ROMPER**

CORAL | IVORY

XS - L | 100% Viscose

USA: w/s \$23 msrp \$46**CAN:** w/s \$27 msrp \$54

FOUR WAY STRETCH



SWIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER



FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

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CARRY OVER



JC2704 NIKA - TOP

BLACK | IVORY
XS - L | 95% Rayon 5% Spandex
USA: w/s \$19 msrp \$38 CAN: w/s \$22 msrp \$44



JC2706 ARIA - TANK

IVORY | CORAL
XS - L | 100% Viscose
USA: w/s \$20 msrp \$40 CAN: w/s \$23 msrp \$46



JC2707 MONTAUK - SHORT

IVORY | CORAL
XS - L | 100% Viscose
USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50



JC2709 APEX - SHORT

H.GREY | BLACK
XS - L | 95% Rayon 5% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$23 msrp \$46



JC2723 CAMILE - SKIRT

BLUSH | BLACK
 XS - L | 95% Rayon 5% Spandex
USA: w/s \$19 msrp \$38 **CAN:** w/s \$22 msrp \$44



JC2628 KINLEY - TANK

IVORY | MAUVE | BLACK
 XS - L | 95% Rayon 5% Spandex
USA: w/s \$17 msrp \$34 **CAN:** w/s \$20 msrp \$40







JC2621 SIMONE - BODYSUIT

BLACK | IVORY
XS - L | 95% Polyester 5% Spandex
USA: w/s \$19 msrp \$38 CAN: w/s \$23 msrp \$46



JC2422 KEEPSAKE - DENIM

LT.BLUE | BLACK
25-31 | 100% Cotton
USA: w/s \$29 msrp \$60 CAN: w/s \$35 msrp \$70





**JD2711 RENEE - DRESS**

NUDE | BLACK

XS - L | 96% Rayon 4% Spandex

USA: w/s \$22 msrp \$44**CAN:** w/s \$25 msrp \$50**JC2712 CHALYA - ROMPER**

H.GREY | BLACK

XS - L | 95% Rayon 5% Spandex

USA: w/s \$22 msrp \$44**CAN:** w/s \$25 msrp \$50**JC2710 DANA - DRESS**

IVORY | H.GREY | BLACK

XS - L | 95% Rayon 5% Spandex

USA: w/s \$20 msrp \$40**CAN:** w/s \$24 msrp \$48

FOUR WAY STRETCH

SIZING CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC2719 RAVI - CROP TOP

BLACK | SOLID BLACK
XS - L | 100% Viscose

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

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



JC2717 CARA - SKIRT

BLACK
XS - L | 100% Viscose

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



JD2715 JOLIE - TANK

H.GREY | IVORY | BLACK
XS - L | 96% Rayon 4% Spandex

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



JC2713 MIRA - TOP

BLACK
XS - L | 100% Viscose

USA: w/s \$20 msrp \$40 CAN: w/s \$24 msrp \$48



JD2721 KARI - SHORT

BLACK | NUDE
XS - L | 96% Rayon 4% Spandex

USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



JC2623 HITCH HIKER - SHORT

BLACK
XS - L | 83% Cotton 16% Polyester 1% Spandex

USA: w/s \$24 msrp \$48 CAN: w/s \$27 msrp \$54



JD2633 FATE - TOP

MAUVE | BLACK | IVORY
XS - L | 96% Modal 4% Spandex
USA: w/s \$17 msrp \$34

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



JC2718 BANDIT - SHORT

BLACK
XS - L | 100% Viscose
USA: w/s \$22 msrp \$44

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







JD2716 SHOWDOWN - TUNIC

BLACK | IVORY
XS - L | 96% Rayon 4% Spandex
USA: w/s \$18 msrp \$36 CAN: w/s \$22 msrp \$44



JD2720 BRYNNE - BELL PANT

NUDE | BLACK
XS - L | 96% Rayon 4% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$26 msrp \$52

**JC2670 JAGGER - BRALETTE**

BLACK | LT.BLUE

XS - L | Shell: 100% Polyester

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32**JC2669 AMARA - BRALETTE**

GREY | BLACK

XS - L | Shell: 100% Polyester Lining: 100% Rayon

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32**JC2675 BLYTHE - BRALETTE**

BLACK | IVORY

XS - L | 85% Nylon 15% Spandex

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32**JC2673 WINONA - BRALETTE**

BLACK | IVORY

XS - L | 82% Polyester 18% Spandex

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32**JC2671 FELICITY - BRALETTE**

SAGE | BLACK

XS - L | 94% Polyester 6% Spandex

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32**JC2674 BROOKLYN - BRALETTE**

IVORY | BLACK

XS - L | 94% Polyester 6% Spandex

USA: w/s \$13 msrp \$26**CAN:** w/s \$16 msrp \$32

FOUR WAY STRETCH



SNIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER





JD2735 SIERRA S/S RAGLAN

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2736 SIERRA S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2737 SIERRA MUSCLE

BLACK | H.GREY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2738 SIERRA TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34

FOUR WAY STRETCH
SNIM CATALOG
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JD2739 SUMMERTIME HIGHS S/S RAGLAN

CHARCOAL | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2741 SUMMERTIME HIGHS MUSCLE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2740 SUMMERTIME HIGHS S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2742 SUMMERTIME HIGHS TANK

CHARCOAL | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2743 MANDELLA S/S RAGLAN

IVORY | LT.BLUE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40

JD2744 MANDELLA S/S V-NECK

IVORY | LT.BLUE
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2745 MANDELLA MUSCLE

BLACK | H.GREY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34

JD2746 MANDELLA TANK

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34

FOUR WAY STRETCH
SNIM CATALOG
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JD2747 SACRED S/S RAGLAN

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$20 msrp \$40



JD2748 SACRED S/S V-NECK

BLACK | IVORY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JC2749 SACRED MUSCLE

BLACK | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34



JD2750 SACRED TANK

H.GREY | IVORY
XS - XL | 96% Modal 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$17 msrp \$34





JD2664 SOLID S/S RAGLAN

IVORY | BLACK | LT.BLUE | H.GREY
XS - XL | 50% Modal 50% Cotton
USA: w/s \$13 msrp \$26 CAN: w/s \$16 msrp \$32



JD2751 SOLID S/S V-NECK

H.GREY | IVORY | LT.BLUE | BLACK
XS - XL | 50% Modal 50% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD2666 SOLID MUSCLE

BLACK | H.GREY | IVORY | LT.BLUE
XS - XL | 96% Modal 4% Spandex
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD2667 SOLID RACERBACK TANK

LT.BLUE | H.GREY | IVORY | BLACK
XS - XL | 96% Modal 4% Spandex
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



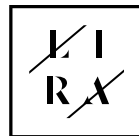
JD2752 SOLID HIGH NECK TANK

IVORY | LT.BLUE | H.GREY | BLACK
XS - XL | 96% Modal 4% Spandex
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30

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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.



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