



CRTV / SCTY

*Collectively
Created*

*Individually
Expressed*

*Reg. No.
3-528-874*

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SUMMER // 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.



**JC3517 GIANNA TOP**

BLUE | TANGERINE

XS - L | 55% LINEN 45% COTTON

USA: w/s \$20 msrp \$40 **CAN:** w/s \$22.50 msrp \$45**JC3518 MADDIE SHORT**

BLUE | TANGERINE

XS - L | 55% LINEN 45% COTTON

INSEAM: 2" RISE: 14"

USA: w/s \$26 msrp \$52 **CAN:** w/s \$30 msrp \$60**JC3521 WILLOW PLAYSUIT**

NAVY | ROSE

XS-L | 70% MODAL 30% POLYESTER

USA: w/s \$30 msrp \$60 **CAN:** w/s \$35 msrp \$70**JC3522 LILAH DRESS**

BLACK | BLUE

XS-L | 45% COTTON 35% POLYESTER 20% LINEN

USA: w/s \$29 msrp \$58 **CAN:** w/s \$35 msrp \$70

FOUR WAY STRETCH

SNIN CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER







JC3516 KAYLEE TOP

IVORY | NAVY
XS - L | 100% VISCOSE
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC3515 FIELDS ROMPER

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



JC3519 ENSENADA SKIRT

BROWN | BLUE
XS - L | 40% LINEN 30% COTTON 30% VISCOSE
USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3524 JADE DRESS

BLACK | BLUE
XS - L | 50% COTTON 50% POLYESTER
USA: w/s \$24 msrp \$48 CAN: w/s \$27.50 msrp \$55



JC3520 RITA PANT

BLACK | BROWN
XS - L | 100% TENCEL
INSEAM: 29.5" RISE: 12.5"
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70



JC3523 KYLIE DRESS

LILAC | BLUE
XS - L | 100% VISCOSE
USA: w/s \$32 msrp \$64 CAN: w/s \$37.50 msrp \$75













JC3507 ELLIE DRESS

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



JC3503 ISLA ROMPER

BLUE | RED OCHRE
XS - L | 100% VISCOSE
USA: w/s \$23 msrp \$46 CAN: w/s \$27.50 msrp \$55



JC3504 CAYA PLAYSUIT

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



JC3538 ALEXIS TOP

BLACK | SKY
XS - L | 73% BAMBOO 27% POLYESTER
USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45

JC3511 JONSEY PANT

BLACK | IVORY
25 - 31 | 98% COTTON 2% STRETCH DENIM
INSEAM: 26" RISE: 10.75"
USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65



JC3509 ZOE SKIRT

IVORY | RED OCHRE
XS - L | 100% VISCOSE
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60

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







JC3501 EVELYN TOP

IVORY | RED OCHRE
XS - L | 100% VISCOSE
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3508 OUT WEST DRESS

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



JC3502 LUNA TOP

BLACK | BLUE
XS - L | 100% POLYESTER
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC3505 ARIANA SHORT

BLACK | IVORY
XS - L | 55% LINEN 45% COTTON
INSEAM: 1.75" RISE: 11.5"
USA: w/s \$24 msrp \$48 CAN: w/s \$27.50 msrp \$55

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3500 AVA TOP

BLACK | SKY
XS - L | 73% BAMBOO 27% POLYESTER
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3510 HAILEY SKIRT

BLACK | BLUE
XS - L | 75% POLYESTER 25% COTTON
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3506 LEAH DRESS

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









FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3530 ATHENA TOP

BLACK | CORAL
XS - L | 100% VISCOSE
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3531 MAGDALENA SKIRT

BLACK | CORAL
XS - L | 100% VISCOSE
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC3537 LACY ROMPER

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



JC3533 CLEMENTINE DRESS

BLUE | BLACK
XS - L | 60% COTTON 30% POLYESTER 10% VISCOSE
USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60









JC3535 MONTEREY DRESS

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



JC3532 AUGUST SHORT

BLUE | BLACK
XS - L | 60% COTTON 30% POLYESTER 10% VISCOSE
INSEAM: 2.5" RISE: 11"
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC3528 ALYSSA PLAYSUIT

BLACK | LEMON | IVORY
XS - L | 70% POLYESTER 25% VISCOSE 5% SPANDEX
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3534 GARDENIA DRESS

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



JC3529 CORDOBA TOP

BLACK | LEMON
XS - L | 85% POLYESTER 15% COTTON
USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45



JC3536 PISMO PANT

BLUE | BLACK
XS - L | 60% COTTON 30% POLYESTER 10% VISCOSE
INSEAM: 29" RISE: 11"
USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65





JD3470 BABES AND BEERS TANK

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

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



JD3543 BABE TANK

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

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



JD3544 LE INSPIRED TANK

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

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



JD3546 DIRTY BIRD TANK

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

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





JD3460 BABES AND BEERS CREW

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

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



JD3541 LE INSPIRED CREW

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

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



FOUR WAY STRETCH

SNIP CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JD3540 PALMS SUNSET CREW

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

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



JD3545 DESERT SCAPE TANK

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

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



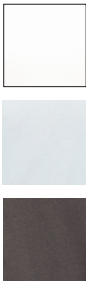
FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JD3477 SOLID MUSCLE TANK

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



JD3475 SOLID SWING TANK

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



JD3059 SOLID CREW NECK

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





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