



COLLECTIVELY

CREATED

INDIVIDUALLY

EXPRESSED



SPRING 18

LIRA MFG. CO.
SPRING '18
COLLECTION
BROKEN PROMISES

REGISTRATION
NO.
3-528-874

CRTV // SCTY
USA-CAN
ESTABLISHED
MMVII

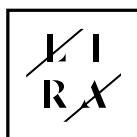
LIRA is a lifestyle brand that has set out to assemble an institute that cultivates creativity. A culmination of efforts have led to the establishment of LIRA's CREATIVE SOCIETY

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.







JC3000 ALL ALONG BOMBER

BLACK | BLUSH

XS - L | 100% Polyester

USA: w/s \$37 msrp \$74

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



JC2605 LUNAR SWEATER

IVORY | CHARCOAL

XS - L | 57% Acrylic 43% Polyester

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

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



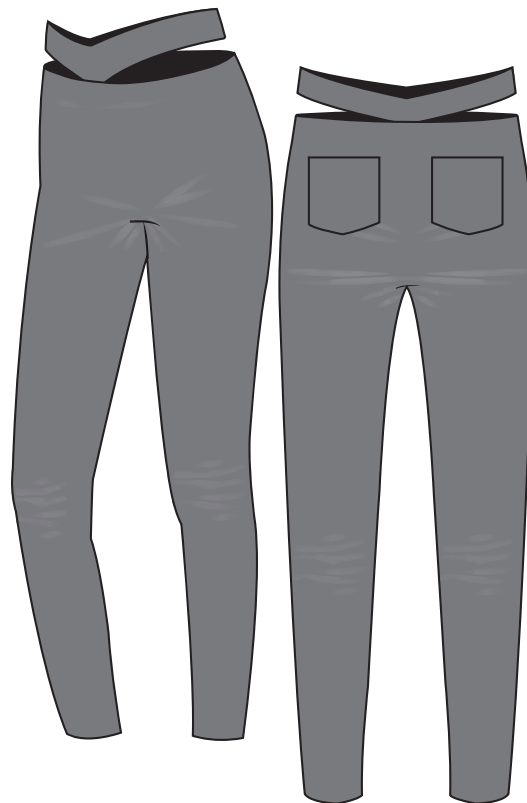
JC3001 BECCA SWEATER

MOCHA | BLACK

XS - L | 100% Acrylic

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

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



JC3012 YOUNG LOVE DENIM JEGGING

BLACK

XS - L | 75% Cotton 23% Polyester 2% Spandex

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



JC3002 MAVERICK DRESS

BLACK | IVORY

XS - L | 75% Viscose 25% Nylon

USA: w/s \$34 msrp \$68 CAN: w/s \$45 msrp \$90





JC3005 TAKE HOLD DRESS

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

JC3004 MARROW DRESS

HONEY | CLAY
XS - L | 100% Viscose
USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65



JC3003 CRAWFORD DRESS

BLACK | CLAY | HONEY
XS - L | 70% Modal 30% Polyester
USA: w/s \$29 msrp \$58 CAN: w/s \$32.50 msrp \$65



JC3006 DAYDREAM PLAYSUIT

CLAY | HONEY

XS - L | 100% Viscose

USA: w/s \$26 msrp \$52

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



JC3010 LISELLE BODYSUIT

BLACK | CLAY

XS - L | 75% Polyester 20% Viscose 5% Spandex

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

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

CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SWIM CATALOG

FOUR WAY STRETCH



JC3009 ALANNAH TOP

CLAY | HONEY
XS - L | 100% Viscose
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3008 PAIGE TOP

IVORY | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC3014 RACHEL DENIM SHORT

BLACK | BLUE
25 - 31 | 75% Cotton 23% Polyester 2% Spandex
USA: w/s \$25 msrp \$50 CAN: w/s \$30 msrp \$60



JC3015 JOLENE SHORT

HONEY | CLAY
XS - L | 100% Viscose
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45

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

SHIP DATE | 1/15/18 - 3/15/18



JC3007 NAOMI TOP

CLAY | BLACK | HONEY
XS - L | 70% MODAL 30% POLYESTER
USA: w/s \$21 msrp \$42 CAN: w/s \$22.50 msrp \$45



JC3013 NATALIA SKIRT

CLAY | HONEY
XS - L | 100% Viscose
USA: w/s \$27 msrp \$54 CAN: w/s \$32.50 msrp \$65







JD2633 FATE TOP

BLACK | IVORY | CLAY
XS - L | 96% Modal 4% Spandex
USA: w/s \$17 msrp \$34 CAN: w/s \$22 msrp \$44



JC3011 BROKEN PROMISES DENIM

BLUE | BLACK
25 - 31 | 85% Cotton 13% Polyester 2% Spandex
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70





**JC3017 BELLA DRESS**

HONEY | NAVY

XS - L | 100% POLYESTER

USA: w/s \$26 msrp \$52**CAN:** w/s \$30 msrp \$60**JC3018 VALERIE DRESS**

IVORY

XS - L | 75% Viscose 25% Nylon

USA: w/s \$27 msrp \$54**CAN:** w/s \$32.50 msrp \$65**JC3019 ASHLYNN DRESS**

NAVY | HONEY

XS - L | 95% Viscose 5% Spandex

USA: w/s \$24 msrp \$48**CAN:** w/s \$27.50 msrp \$55**JC3020 ANDY DRESS**

BLUE

XS - L | 70% Jutecell 30% Cotton

USA: w/s \$29 msrp \$58**CAN:** w/s \$32.50 msrp \$65

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

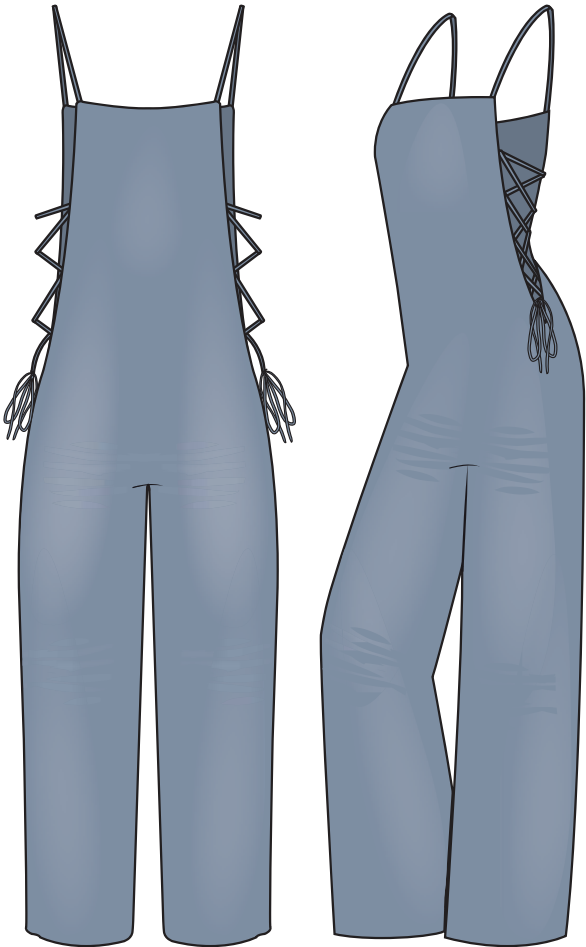
MADE IN THE USA

CARRY OVER



JC3022 MADISON ROMPER

NAVY | HONEY
XS - L | 100% Polyester
USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60



JC3021 JAYMES PLAYSUIT

BLUE
XS - L | 70% Jutecell 30% Cotton
USA: w/s \$29 msrp \$58 CAN: w/s \$32.50 msrp \$65



JC3026 GENEIVE BODYSUIT

NAVY | HONEY
XS - L | 95% Viscose 5% Spandex
USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45



JC3024 ABBEY TANK

NAVY | IVORY | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC3027 ELSA SKIRT

NAVY | HONEY
XS - L | 100% Polyester
USA: w/s \$26 msrp \$52 CAN: w/s \$30 msrp \$60



JC3031 JEFFERSON PANT

NAVY | HONEY
XS - L | 95% Viscose 5% Spandex
USA: w/s \$24 msrp \$48 CAN: w/s \$27.50 msrp \$55

FOUR WAY STRETCH
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JC3025 ZEZE TOP

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



JC3016 ANNABEL TOP

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

FOUR WAY STRETCH
SWIM CATALOG
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CARRY OVER



JC3023 BETTER DAYS TOP

HEATHER GREY | IVORY | BLACK
XS - L | 95% Viscose 5% Spandex
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC3029 JULES SHORT

IVORY
XS - L | 75% Viscose 25% Nylon
USA: w/s \$22 msrp \$44 CAN: w/s \$25 msrp \$50



JC3028 CAMRY SHORT

HONEY | NAVY

XS - L | 100% Polyester

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

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



JC3030 RIVERLY JOGGER

BLUE

XS - L | 70% Jutecell 30% Cotton

USA: w/s \$24 msrp \$48

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



**JC3032 SEE ME DRESS**

NAVY | HONEY

XS - L | 100% Viscose

USA: w/s \$26 msrp \$52**CAN:** w/s \$30 msrp \$60**JC3034 ALLEY DRESS**

BLACK | CLAY

XS - L | 70% Modal 30% Polyester

USA: w/s \$27 msrp \$54**CAN:** w/s \$32.50 msrp \$65**JC3033 ROAD TO INDO DRESS**

HONEY | NAVY

XS - L | 100% Viscose

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

FOUR WAY STRETCH



SWIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER

SHIP DATE | 1/15/18 - 3/15/18



JC3036 MORGAN TOP

BLACK | IVORY | NAVY

XS - L | 95% Viscose 5% Spandex

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

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



JC3035 PLAY FOR KEEPS ROMPER

CLAY | BLACK

XS - L | 70% Modal 30% Polyester

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

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



JC3040 THEIA SHORT

HONEY | NAVY

XS - L | 100% Viscose

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

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





JC3037 AMANDA TOP

BLACK | HONEY
XS - L | 100% Viscose

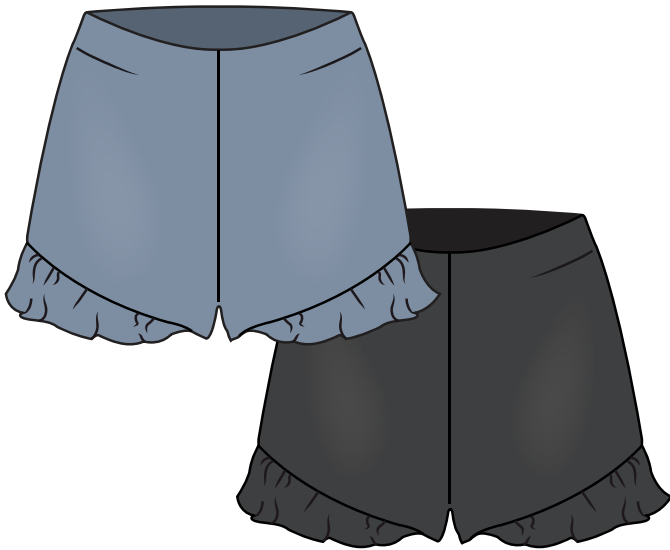
USA: w/s \$21 msrp \$42 **CAN:** w/s \$22.50 msrp \$45



JC3038 HARPER TOP

NAVY | HONEY
XS - L | 100% Viscose

USA: w/s \$21 msrp \$42 **CAN:** w/s \$22.50 msrp \$45



JC3041 LIZ SHORT

BLUE | BLACK
XS - L | 75% Cotton 23% Polyester 2% Spandex

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



JC3042 EVIE PANT

BLACK
XS - L | 100% Polyester

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3043 SHOW IT OFF CROP TOP

BLACK | IVORY

XS - L | 95% Viscose 5% Spandex



USA: w/s \$18 msrp \$36 CAN: w/s \$20 msrp \$40



JC3044 SHAYLA MAXI SKIRT

HONEY | NAVY

XS - L | 100% Viscose

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



FOUR WAY STRETCH
SWIM CATALOG
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CAREY OVER



JC3045 MONICA TOP

HONEY | CLAY
XS - L | 100% Viscose
USA: w/s \$18 msrp \$36 CAN: w/s \$20 msrp \$40



JC2639 JESSI KAFTAN

IVORY | BLACK
XS - L | 95% Polyester 5% Spandex
USA: w/s \$19 msrp \$38 CAN: w/s \$24 msrp \$48



JC3046 REBECCA SHORT

HONEY | CLAY
XS - L | 100% Viscose
USA: w/s \$20 msrp \$40 CAN: w/s \$22.50 msrp \$45



JC2611 MODERN LOVE PANT

BLACK | MAUVE
XS - L | 95% Viscose 5% Spandex
USA: w/s \$22 msrp \$44 CAN: w/s \$27.50 msrp \$55



JC3075 MAGNOLIA BRALETTE

BLACK | BLUSH
XS - L | 100% Polyester
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JC3076 VIOLETTE BRALETTE

BLACK | CLAY
XS - L | 96% Polyester 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JC3077 CALLA BRALETTE

IVORY | BLACK
XS - L | 55% Rayon 37% Polyester 8% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JC3078 JUNE BRALETTE

HONEY | BLACK
XS - L | 96% Polyester 4% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3051 EASY TIGER CREWNECK

BLACK | HONEY
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3052 EASY TIGER MUSCLE TEE

BLACK | IVORY
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3053 MIDNIGHT RIDER CREWNECK

BLUE | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3054 MIDNIGHT RIDER TANK

IVORY | BLACK
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3067 LIRA LINES CREWNECK

IVORY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3068 LIRA LINES MUSCLE

BLACK | BLUE
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3055 DOUBLE CREWNECK

BLACK | IVORY
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3056 DOUBLE TANK

BLACK | CLAY
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3058 BROKEN PROMISES CREWNECK

BLACK | HEATHER GREY
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3057 BROKEN PROMISES TANK

BLACK | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3069 WINGED CREWNECK

IVORY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3070 WINGED MUSCLE

IVORY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3063 PALMS CREWNECK

HONEY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3064 PALMS MUSCLE

BLACK | CLAY
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3065 WILTED ROSE CREWNECK

IVORY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3066 WILTED ROSE MUSCLE

IVORY | BLACK
XS - L | 100% Cotton
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3071 PROMISED ROSE LS

WHITE | BLACK
XS - L | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$17.50 msrp \$35



JD3072 WINGED LS

BLACK | WHITE
XS - L | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$17.50 msrp \$35



JD3073 PALMS LS

BLACK | WHITE
XS - L | 100% Cotton
USA: w/s \$15 msrp \$30 CAN: w/s \$17.50 msrp \$35





JD3059 SOLID CREWNECK

BLACK | HEATHER GREY | CLAY | IVORY
XS - L | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD3060 SOLID MUSCLE

BLACK | HEATHER GREY | CLAY | IVORY
XS - L | 100% Cotton
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD3061 SOLID TANK

BLACK | HEATHER GREY | CLAY | IVORY
XS - L | 95% Modal 5% Spandex
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30

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



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