



LIRA MFG. CO.

ANYWHERE
BUT HERE



SM18

SUMMER 2018
COLLECTION

ANYWHERE BUT HERE

COLLECTIVELY CREATED
INDIVIDUALLY EXPRESSED

CRTV // SCTY

USA // CAN
Reg. No. 3-528-874
MMVII

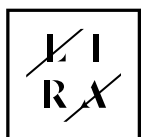
LIRA is a lifestyle brand that has set out to assemble an institute that cultivates creativity. A culmination of efforts have led to the establishment of LIRA's CREATIVE SOCIETY

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.







JC3101 MISTY MORNING DRESS

DEW | NUTMEG

XS - L | 100% Viscose

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

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



JC3112 MARY TOP

DEW | NUTMEG

XS - L | 100% Viscose

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

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



JC3104 ARIZONA TOP

BLACK | PEWTER

XS - L | 95% Cotton 5% Spandex Jersey

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

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



JC3105 GETAWAY SHORT

BLUE | BLACK

XS - L | 85% Cotton / 15% Poly Chambray

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

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

FOUR WAY STRETCH

SWIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3102 SUZANNE DRESS
—
BLACK | PEWTER
XS - L | 95% Cotton 5% Spandex Jersey
USA: w/s \$28 msrp \$56 **CAN:** w/s \$32.50 msrp \$65



JC3007 NAOMI TOP

BLACK | CLAY

XS - L | 70% Modal 30% Polyester

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



JC3107 LILLY DRESS

DEW | NUTMEG

XS - L | 100% Viscose

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



JC3109 HARLOW TOP

PEWTER | BLACK

XS - L | 95% Cotton 5% Spandex Jersey

USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45



JC3116 WILDCAT SHORT

WASHED BLACK | CLASSIC BLUES

25 - 31 | 99% Cotton 1% Stretch Denim

USA: w/s \$25 msrp \$50 CAN: w/s \$32.50 msrp \$65







JC3111 JESSA PLAYSUIT

BLACK | NUTMEG

XS - L | 70% Modal 30% Polyester

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



JC3035 PLAY FOR KEEPS ROMPER

BLACK | CLAY

XS - L | 70% Modal 30% Polyester

USA: w/s \$28 msrp \$56 CAN: w/s \$32.50 msrp \$65



JC3110 JULIE ROMPER

NUTMEG | DEW

XS - L | 100% Viscose

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



JC3034 ALLEY DRESS

CLAY | BLACK

XS - L | 70% Modal 30% Polyester

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



CARRY OVER

MADE IN THE USA

EXTENDED LENGTH

SWIM CATALOG

FOUR WAY STRETCH





JC3103 ANGIE TOP

BLACK | NUTMEG

XS - L | 70% Modal 30% Polyester

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

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

JC3113 CHERYL SKIRT

DEW | NUTMEG

XS - L | 100% Viscose

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

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



JC3115 JEMMA BODYSUIT

BLACK | HEATHER GREY
XS - L | 95% Cotton 5% Spandex
USA: w/s \$21 msrp \$42 CAN: w/s \$22.50 msrp \$45

JC3114 RALLYE SKIRT

WASHED BLACK | CLASSIC BLUES
25 - 31 | 99% Cotton 1% Stretch Denim
USA: w/s \$25 msrp \$50 CAN: w/s \$32.50 msrp \$65







JC3143 DESERT NIGHTS BODYSUIT

BLACK | IVORY

XS - L | 95% Viscose 5% Spandex Rib

USA: w/s \$21 msrp \$42 **CAN:** w/s \$25 msrp \$50

JC3014 RACHEL DENIM SHORT

BLACK | BLUE

25 - 31 | 75% Cotton 23% Polyester 2% Spandex

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



JC3130 ELLE DRESS

IVORY | SAGE

XS - L | 100% Viscose

USA: w/s \$32.50 msrp \$65 **CAN:** w/s \$40 msrp \$80



JC3141 GETTIN' LOST TOP

BLACK | IVORY

XS - L | 100% Cotton Jersey Pigment Dyed

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

FOUR WAY STRETCH

SNIM CATALOG

EXTENDED LENGTH

MADE IN THE USA

CARRY OVER



JC3135 RIO TOP

SAGE | IVORY

XS - L | 100% Viscose

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

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



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



JC3136 MARNI PLAYSUIT

SAGE | BLACK

XS - L | 70% Modal 30% Polyester

USA: w/s \$30 msrp \$60 CAN: w/s \$35.50 msrp \$71

JC3132 ALANA DRESS

BLACK | NUTMEG

XS - L | 100% Cotton Jersey Pigment Dyed

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



JC3139 STELLA TOP

IVORY | BLACK

XS - L | 85% Viscose 15% Polyester

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

JC3138 BELLA TROUSER

IVORY | BLACK

XS - L | 85% Viscose 15% Polyester

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



JC3140 PHOENIX DRESS

BLACK | IVORY

XS - L | 85% Viscose 15% Polyester

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





JC3131 SELENA DRESS

BLACK | SAGE

XS - L | 70% Modal 30% Polyester

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



JC3133 VENICE TOP

BLACK | IVORY

XS - L | 80% Polyester 15% Cotton 5% Spandex

USA: w/s \$19 msrp \$38 CAN: w/s \$22.50 msrp \$45



JC3134 TOPANGA SKIRT

SAGE | IVORY

XS - L | 100% Viscose

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



JC3137 BELIZE SHORT

IVORY | SAGE

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

**JC3153 MILA ROMPER**

DUSK | APRICOT

XS - L | 100% Viscose

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

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

**JC3158 JUNIPER SHORT**

IVORY | BLACK

XS - L | 100% Viscose

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

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

**JC3159 ZOEY TOP**

IVORY | BLACK

XS - L | 100% Viscose

USA: w/s \$19 msrp \$38

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





JC3150 HANNAH DRESS

WINE | BLACK
XS - L | 97% Polyester 3% Spandex
USA: w/s \$24 msrp \$48 CAN: w/s \$27.50 msrp \$55



JC3157 MARISSA DRESS

APRICOT | DUSK
XS - L | 100% Viscose
USA: w/s \$30 msrp \$60 CAN: w/s \$35 msrp \$70





JC3160 ANITA TROUSER

BLACK | ROSE

XS - L | 70% Modal 30% Polyester

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



JC3155 GIGI DRESS

APRICOT | DUSK

XS - L | 100% Viscose

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



JC3151 ADRIANA SKIRT

BLACK | WINE

XS - L | 97% Polyester 3% Spandex

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



JC3152 BLOOMS TOP

DUSK | APRICOT

XS - L | 100% Viscose

USA: w/s \$21 msrp \$42 CAN: w/s \$25 msrp \$50





JC3154 MESA TOP

BLACK | ROSE

XS - L | 100% Cotton Jersey Pigment Dyed

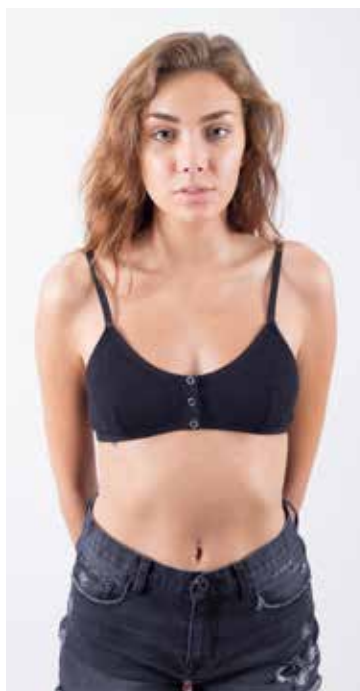
USA: w/s \$17 msrp \$34 CAN: w/s \$20 msrp \$40

JC3156 LAGUNA SHORT

ROSE | BLACK

XS - L | 70% modal 30% Polyester

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



JC3106 NORA BRALETTE

BLACK | DEW

XS - L | 94% Nylon 6% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$15 msrp \$30

JC3142 SEDONA BRALETTE

BLACK | IVORY

XS - L | 94% Cotton 6% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$15 msrp \$30



JC3075 MAGNOLIA BRALETTE

BLUSH | BLACK

XS - L | 100% Polyester

USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32

JC3076 VIOLETTE BRALETTE

CLAY | BLACK

XS - L | 96% Polyester 4% Spandex

USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32





FOUR WAY STRETCH



SWIM CATALOG



EXTENDED LENGTH



MADE IN THE USA



CARRY OVER



JD3169 PALM SOCIETY BOXY CREW

CORAL | DARK GREY HEATHER
XS - L | 65% Polyester 35% Viscose
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3170 PALM SOCIETY BOXY TANK

BLACK | ATHLETIC HEATHER
XS - L | 65% Polyester 35% Viscose
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32



JD3161 THE '85 TOUR CREW

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



JD3162 THE '85 TOUR BOXY TANK

MINT | BLACK
XS - L | 65% Polyester 35% Viscose
USA: w/s \$14 msrp \$28 CAN: w/s \$16 msrp \$32





JD3163 FEMME + FIERCE BOXY CREW

BLACK | ATHLETIC HEATHER

XS - L | 65% Polyester 35% Viscose

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

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



JD3164 FEMME + FIERCE BOXY TANK

MINT | WHITE

XS - L | 65% Polyester 35% Viscose

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

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



JD3171 MALIBU CREW

IVORY | BLACK

XS - L | 100% Cotton

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

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



JD3172 MALIBU BOXY TANK

MINT | DARK GREY HEATHER

XS - L | 65% Polyester 35% Viscose

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

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



**JD3167 VAMPIRE TOUR CREW**

BLACK | IVORY

XS - L | 100% Cotton

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

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

**JD3168 VAMPIRE TOUR BOXY TANK**

BLACK | ATHLETIC HEATHER

XS - L | 65% Polyester 35% Viscose

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

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

**JD3165 BAD HABITS BOXY CREW**

BLACK | WHITE

XS - L | 65% Polyester 35% Viscose

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

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

**JD3166 BAD HABITS BOXY TANK**

BLACK | CORAL

XS - L | 65% Polyester 35% Viscose

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

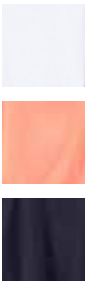
CAN: w/s \$16 msrp \$32





JD3059 SOLID CREW NECK

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



JD3173 SOLID BOXY CREW

WHITE | ATHLETIC HEATHER | CORAL | BLACK
XS - L | 65% Polyester 35% Viscose
USA: w/s \$12 msrp \$24 CAN: w/s \$15 msrp \$30



JD3174 SOLID BOXY TANK

WHITE | ATHLETIC HEATHER | CORAL | BLACK
XS - L | 65% Polyester 35% Viscose
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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