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WHOLESALE VISUAL GUIDELINES

August 20, 2026

SEASONAL NARRATIVE

Overview



Small bags lead the Fall assortment, offering versatile silhouettes designed for effortless everyday wear. Paired with playful charms and customizable details, the collection encourages personal expression while delivering strong styling opportunities across the floor.

Materiality brings the season to life, blending our signature cotton quilted heritage with rich textures like denim and corduroy. These mixed-material executions add warmth, dimension, and a fresh perspective to familiar favorites, creating a collection that feels both timeless and new.

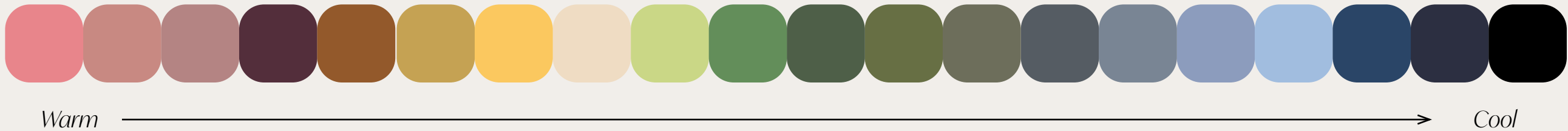


Colorizing in visual merchandising is the strategic use of color to direct attention, shape mood, and influence customer perception within a retail environment. It goes beyond aesthetics—color becomes a planning tool that helps control visual hierarchy, guide shopper movement, and reinforce brand identity.

Rather than placing colors randomly, colorizing involves deliberately distributing them across a display, window, or store so the eye moves in a predictable, intentional way. This creates flow, emphasis, and balance in how customers experience the space.

A common method is warm-to-cool colorizing, where colors are arranged in a gradient from warm hues to cool hues. This creates a natural visual flow.

In practice, this technique helps to highlight key products through placement and creates a more cohesive, intentional shopping experience.



COLORIZATION
Cheatsheet

Warm Colors









Bridge Colors









Cool Colors











PRODUCT MERCHANDISING

Guardrails



Prioritize current-season product and storytelling. Minimize or consolidate previous-season merchandise so the newest collection remains the focus.



Group similar categories and silhouettes together to create clear shopping destinations.



Merchandise by color story whenever possible, using a warm-to-cool flow for a cohesive and impactful presentation.



Reduce duplication and overexposure. Highlight key styles rather than maximizing floor quantity.



Use whitespace strategically to help product, color, and storytelling stand out.



Ensure signage supports the presentation and enhances—not competes with—the merchandise.

MAPPING

Priorities



Space allocation should follow concept priority. Concept One should be the most prominent placement and largest footprint, with each subsequent concept receiving progressively less space and visual emphasis.

All focal locations should prioritize Concept One and Two to ensure a clear and impactful brand presentation.

Product assortment may vary by location. Contact your Wholesale Brand Partner with any questions regarding assortment or merchandising execution.

PHOTO INSPIRATION

Concept One – Fashion & Big Ideas



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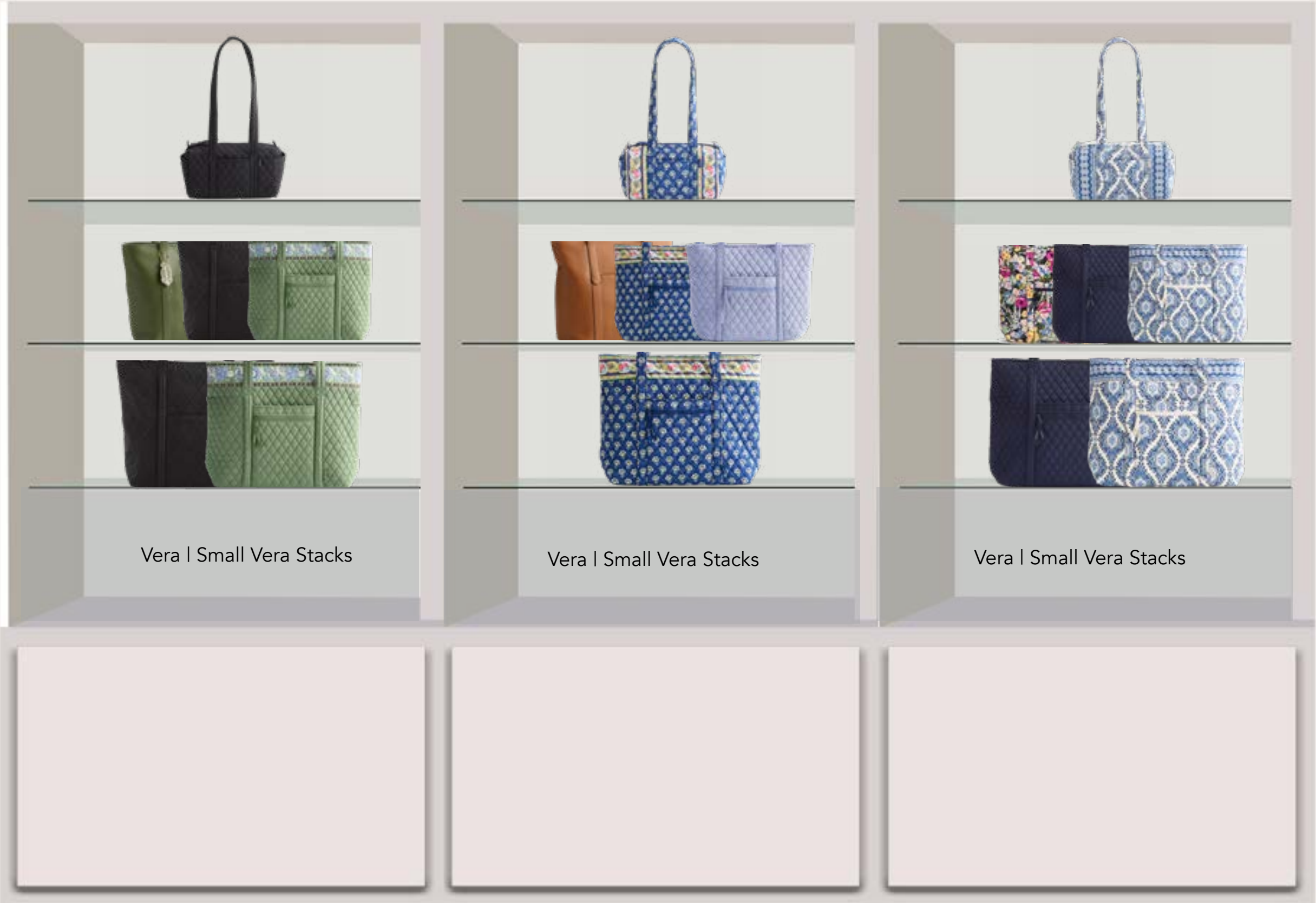
PHOTO INSPIRATION

Concept Two – Heritage



PHOTO INSPIRATION

Concept Two – Vera/100 Handbag



Vera | Small Vera Stacks

Vera | Small Vera Stacks

Vera | Small Vera Stacks

PHOTO INSPIRATION

Concept Three – Vera/100 Handbag



PHOTO INSPIRATION

Concept Three – Travel



PHOTO INSPIRATION

Concept Three – Backpacks



PHOTO INSPIRATION

Concept Four – IP Collections



PHOTO INSPIRATION

Concept Five – Clearance

