



vera bradley

VISUAL GUIDELINE

September 2026 Indirect Guideline

Standards & Guardrails

Before placing new product each delivery, remove all handbags and ensure fixtures are clean and free of dust, debris and fingerprints.

Bags should always be merchandised by collection, and adjacencies determined by group priority, color palette and sensibility.

New collections should always be focal. Keep aged product in a non-focal location or off the floor.

Keep riser, block and tray propping to a minimum, only use as directed for select moments of interest.

Place signage on an eye level shelf or left-facing on a table as needed. Never double up or show two signs side by side.

Upload photos to the appropriate location as directed.

STANDARDS & GUARDRAILS

Visual Merchandising Principles & Techniques

SILHOUETTE CLARITY

Clear groupings of silhouette or shape (either vertical or horizontal) within a table or wall presentation.

COLOR FLOW

Merchandising by warms, neutrals, and cools with similar toned prints throughout.

BALANCE & SCALE

Arranging product by visual 'weight' for an appearance of evenly distributed elements (i.e. larger bags on lower wall shelves).

PRODUCT MIX

Adding a small hit of another category where it makes sense (i.e. wallets to a bag wall) will add a moment of interest that won't overwhelm the presentation.

NEGATIVE SPACE

Moment of pause or space without product within a presentation.

CLEAN PRESENTATIONS

Utilizing all of these principles and techniques will result in clean, graphic presentations.

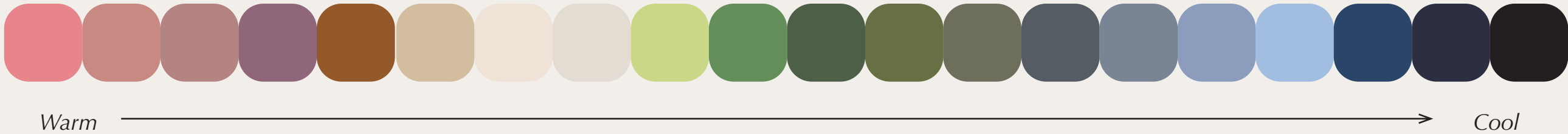
Colorizing in visual merchandising is the strategic use of color to direct attention, shape mood, and influence customer perception within a retail environment. It goes beyond aesthetics—color becomes a planning tool that helps control visual hierarchy, guide shopper movement, and reinforce brand identity.

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.

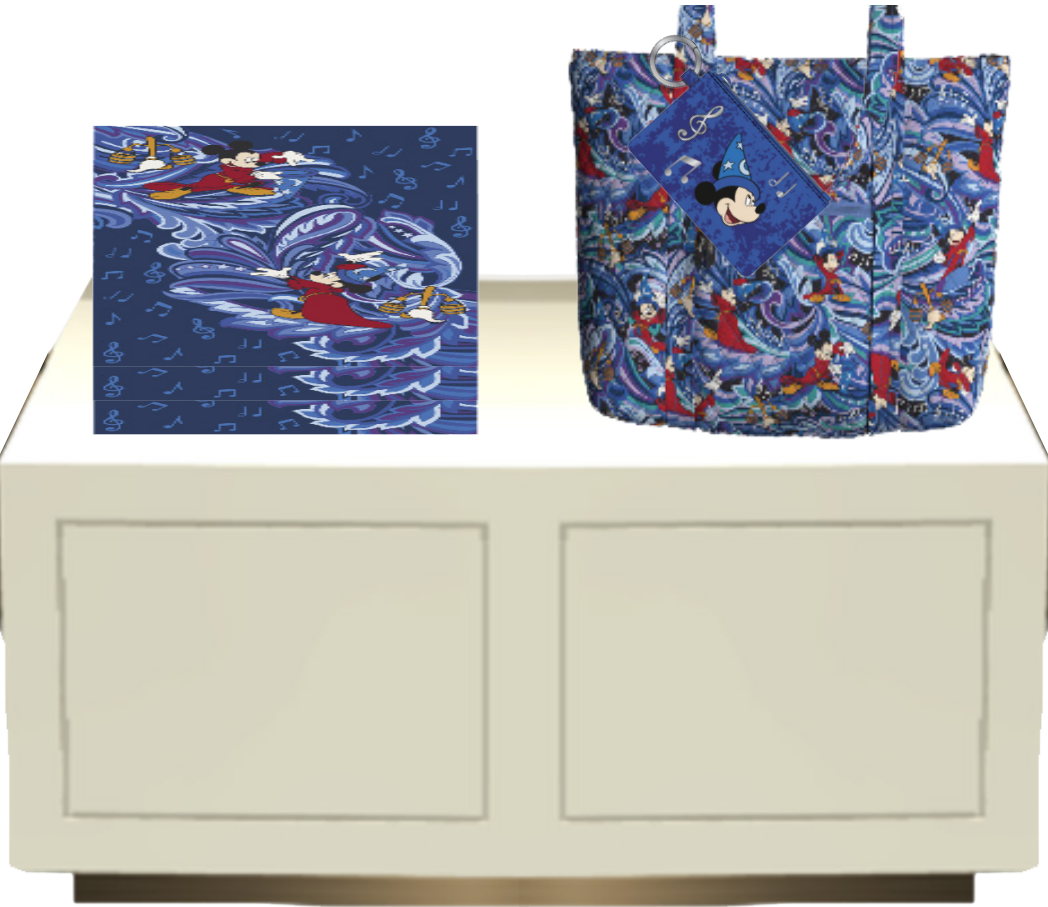
In practice, this technique helps to highlight key products through placement and creates a more cohesive, intentional shopping experience.

Color flow may vary based on seasonal assortment. Follow photography for overall product placement.



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Table Option



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Wall / Tower Option



Hang on adjacent
crossbody stand



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