

Backpack & Lunch

Comparison Guide

Fall 2026



	Small Banbury Backpack	Bancroft Backpack	Large Bancroft Backpack	XL Bancroft Backpack
				
	Compact size, everyday convenience	Classic style for daily essentials	Our best selling backpack, loved for a reason	Designed to carry it all
Capacity	9L	24L	28L	34L
Dimensions	7" W x 11.75" H x 4.75" D	12" W x 15.50" H x 8" D	12" W x 16.50" H x 9" D	12" W x 16.75" H x 10" D
Compartments	2	3	4	4
Padded Laptop Compartment	No	Up to 15" Laptop	Up to 15" Laptop	Up to 17" Laptop
Trolley Sleeve	No	Yes	Yes	Yes
Fabrications  = Water-Repellent Fabric	Premium Cotton  Featherweight  Performance Twill	Premium Cotton  Featherweight  Nylon  Performance Twill	Premium Cotton  Featherweight  Nylon  Performance Twill	Premium Cotton  Featherweight  Performance Twill
	MSRP \$95-\$125	MSRP \$135-\$160	MSRP \$155-\$165	MSRP \$75-\$210
	Lunch Bag	Large Lunch Bag	Lunch Crossbody	Lunch Tote
				
	Perfect for everyday lunches	Extra room for meals and snacks	Hands-free convenience	Style meets function
Capacity	4L	7L	15L	10L
Dimensions	7.25" W x 9" H x 4.25" D	8.75" W x 10.25" H x 5" D	10.25" W x 8.5" H x 6.25" D	10" W x 10" H x 6" D
Fabrications  = Water-Repellent Fabric	Premium Cotton  Featherweight  Performance Twill	Premium Cotton  Featherweight	Premium Cotton  Featherweight  Performance Twill	Premium Cotton  Featherweight
Adjustable Shoulder Strap	No	No	Yes	No
Wipable Food- Safe Lining	Yes	Yes	Yes	Yes
	MSRP \$45-\$65	MSRP \$50	MSRP \$70-\$80	MSRP \$50



Backpack

Comparison

Use this guide to find your perfect pack filled with the features and function you need most.

Build your own

Back-to-School

Bundle



The perfect pair:
A backpack & lunch bag

Why Back to School Matters



- **Major shopping season:** One of retail's busiest times of the year.
- **Drives routine-ready shoppers:** Families stock up on essentials to stay organized and prepared.
- **Extends beyond students:** Teachers, parents, commuters, college students, and professionals all shop.
- **Multi-category opportunity:** From backpacks to basics, shoppers buy across many categories.



DID YOU KNOW?

- Back-to-School is the second-largest shopping season after the holidays.
- U.S. families are expected to spend **\$39.4 billion** on back-to-school shopping.
- The average family spends approximately **\$558** preparing for the school year.

What to Focus on



BUILD THE ROUTINE

- Backpacks & Campus Styles (Hero Category)
- Lunch Bags & On-the-Go Essentials
- Accessories That Complete the Look



THREE BACK-TO-SCHOOL SHOPPER TYPES



STUDENTS

Need products that keep them organized and ready for classes, activities, and busy days.



TEACHERS

Look for practical items that help them stay organized and make the most of their day.



EVERYDAY ORGANIZERS

Use this season to refresh routines and prepare for a smoother, more organized schedule.

Selling Tips that Drives Results



TURN INTERESTS INTO SALES

- Ask discovery questions to understand their lifestyle and routine.
- Who are they shopping for?
- Is it for school, work, travel, or everyday use?
- What items do they carry daily?



FOCUS ON SOLUTIONS

- Instead of leading with features, explain how the products help.
- Stay organized throughout the day.
- Keep essentials within easy reach.
- Transition from school to after-school activities.
- Coordinate accessories for a complete setup.



SUGGEST COORDINATING PIECES

Back-to-School shoppers are often building a full routine.

Try:

- Backpack + Lunch Bag
- Backpack + Lanyard
- Backpack + Keychain or Bag Charm



HIGHLIGHT VERSATILITY

Many Vera Bradley styles work beyond the classroom.

Perfect for:



Students



Teachers



Commuters



Busy
Parents



Travelers