



vera bradley

VISUAL GUIDELINES

Hello Kitty and Friends

PRODUCT
Overview



54867 Dual Pouch Wide Wristlet
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Premium Cotton
\$60.00



54869 Hello Kitty Bag Charm
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Other Fabrication
\$25.00



54866 Zip ID Case
Hello Kitty And Friends Patchwork
[Hello Kitty And Friends Patchwork]
- 24193
Premium Cotton
\$25.00



54868 Small Turnlock Wallet
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$80.00



54858 Bancroft Backpack
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$165.00



55547 Bancroft Backpack
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$190.00



54872 Hanging Organizer
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Premium Cotton
\$100.00



54826 Large Bancroft Backpack
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Premium Cotton
\$195.00



54859 Lorman Sling Backpack
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$85.00



55545 Lorman Sling Backpack
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$100.00



54860 Small Banbury Backpack
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$110.00



55546 Small Banbury Backpack
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$125.00



55542 Kimmel Sling Crossbody
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$85.00



54850 Original Zip Hipster
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Premium Cotton
\$100.00



54851 Sullivan Crossbody
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$80.00



54861 Lunch Bag
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$55.00



54853 Original 100 Handbag
Hello Kitty And Friends Patchwork
[Hello Kitty And Friends Patchwork]
- 24193
Premium Cotton
\$125.00



55541 Hathaway Tote
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$170.00



54848 Small Hathaway Tote
Hello Kitty And Friends Hello
Hydrangeas [Hello Kitty And
Friends Hello Hydrangeas] - 23397
Premium Cotton
\$120.00



54854 Small Original Vera Tote
Hello Kitty And Friends Patchwork
[Hello Kitty And Friends Patchwork]
- 24193
Premium Cotton
\$155.00



54873 Plush Throw Blanket
Hello Kitty And Friends Hello Floral
Pink [Hello Kitty And Friends Hello
Floral Pink] - 24192
Fleece
\$75.00



54871 Large Pouch
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$55.00



54870 Mini Dome Cosmetic
Hello Kitty And Friends Patchwork
[Hello Kitty And Friends Patchwork]
- 24193
Premium Cotton
\$45.00



54855 Large Original Duffel
Hello Kitty Hello Floral [Hello Kitty
Hello Floral] - 23467
Premium Cotton
\$145.00



55544 Large Original Duffel
Hello Kitty And Friends Pink [Pink
Hello Kitty And Friends] - 24194
Premium Cotton
\$170.00

Product Guardrails

Overview

- ☒ 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.





Interior Sign

SHELF DISPLAY



TABLE DISPLAY



Front of Table



Back of Table

