



vera bradley

VISUAL GUIDELINES

Nightmare Before Christmas



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PRODUCT OVERVIEW



55731 Zip ID Case
The Nightmare Before Christmas
Patchwork [Nightmare Before
Christmas Patchwork/Halo] - 24190
Premium Cotton
\$25.00



55732 Zero Bag Charm
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Other Fabrication
\$25.00



55730 Zip ID Case
The Nightmare Before Christmas
Stripe [Nightmare Before Christmas
Stripe] - 24189
Premium Cotton
\$20.00



55725 Zip Earbud Bag Charm
The Nightmare Before Christmas
Stripe [Nightmare Before Christmas
Stripe] - 24189
Premium Cotton
\$35.00



55729 Small Turnlock Wallet
The Nightmare Before Christmas
Stripe [Nightmare Before Christmas
Stripe] - 24189
Premium Cotton
\$80.00



55733 Bancroft Backpack
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$165.00



55727 Medium Cosmetic
The Nightmare Before Christmas
Patchwork [Nightmare Before
Christmas Patchwork/Halo] - 24190
Premium Cotton
\$55.00



55734 Lorman Sling Backpack
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$85.00



55737 Original Zip Hipster
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$100.00



55738 Tasha Triple Compartment
Crossbody
The Nightmare Before Christmas
Patchwork [Nightmare Before
Christmas Patchwork/Halo] - 24190
Premium Cotton
\$115.00



55736 Original Vera Tote
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$165.00



55735 Small Original Vera Tote
The Nightmare Before Christmas
Patchwork [Nightmare Before
Christmas Patchwork/Halo] - 24190
Premium Cotton
\$140.00



55726 Small Pouch
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$30.00



55724 Large Original Duffel
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Premium Cotton
\$145.00



55728 Plush Throw Blanket
The Nightmare Before Christmas
Paisley [Nightmare Before
Christmas Paisley] - 24188
Fleece
\$75.00

PRODUCT 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.
- ☒ Where floor space allows, incorporate solid-color product alongside prints to create visual balance.

LARGE TABLE DISPLAY

Front



Back



SMALL TABLE DISPLAY

Front



Back



