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Package

vera bradley



INDIRECT VISUAL MERCHANDISING GUIDELINES

Spring/Summer 2026

January 29th Launch Date

VISUAL MERCHANDISING STANDARDS

- *Product assortment may vary by location*
- *If styles shown do not match your inventory, opt for another style in the same colorway (warm or cool)*
- *Intermix patterns & solids to ensure a cohesive display. Do not merchandise solely by pattern or solid.*
- *Ensure all zippers are fully closed, straps straightened, & stuffing thoughtfully adjusted to maintain product integrity*
- *See the Stuffing & Styling Guide beginning on page 18 for details*



ETAGERE ZONING

Backpacks

Crossbodies

Totes

Travel Bags

Luggage

1

2

3

4

5



BACKPACKS

Etagere



Please refer to the Visual Merchandising Standards on page 2

CROSSBODIES

Etagere



Please refer to the Visual Merchandising Standards on page 2

TOTE BAGS

Etagere



Please refer to the Visual Merchandising Standards on page 2

TRAVEL BAGS

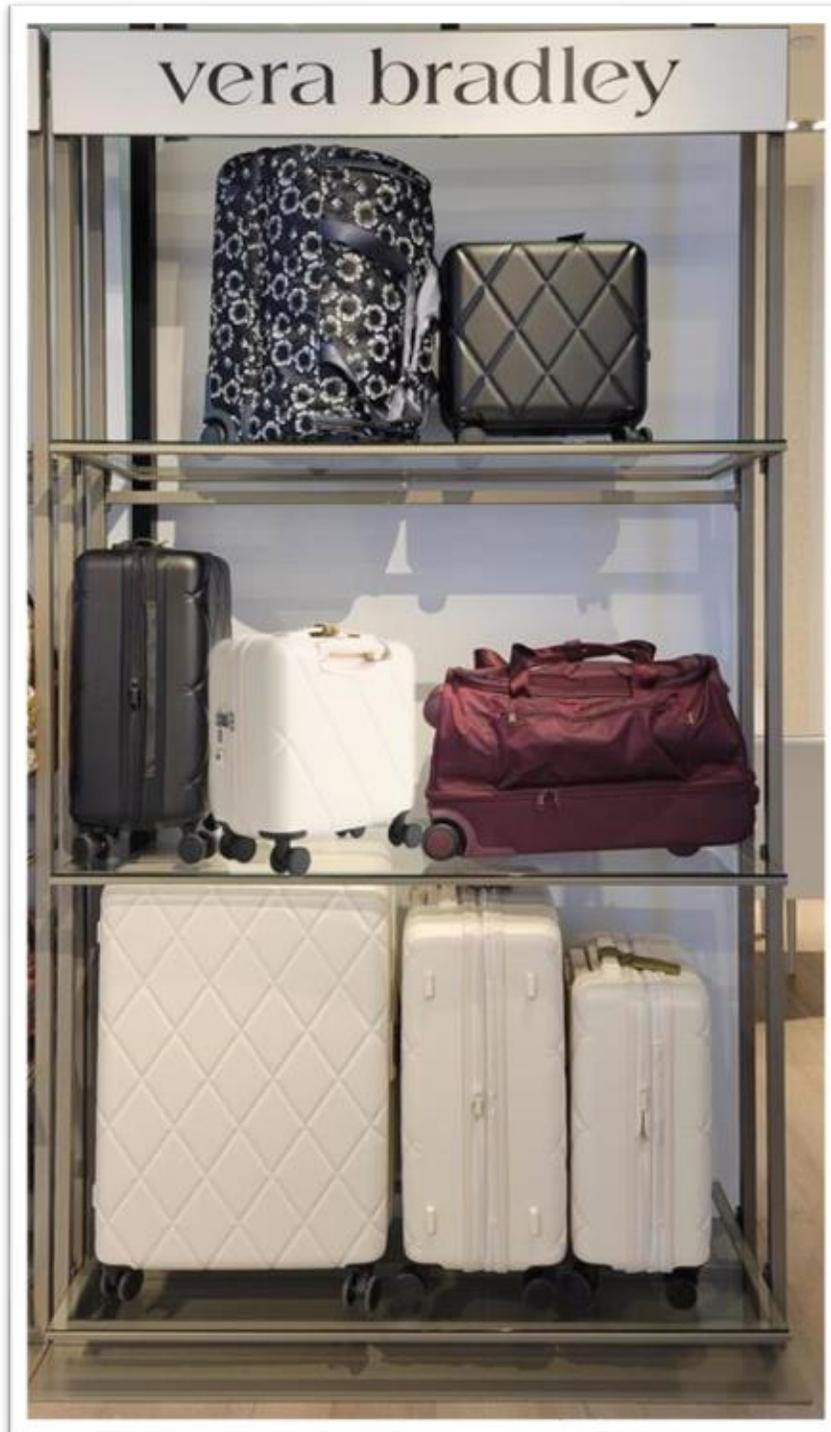
Etagere



Please refer to the Visual Merchandising Standards on page 2

LUGGAGE

Etagere



Please refer to the Visual Merchandising Standards on page 2

BEACH TABLE

Front Side



Please refer to the Visual Merchandising Standards on page 2

BEACH TABLE

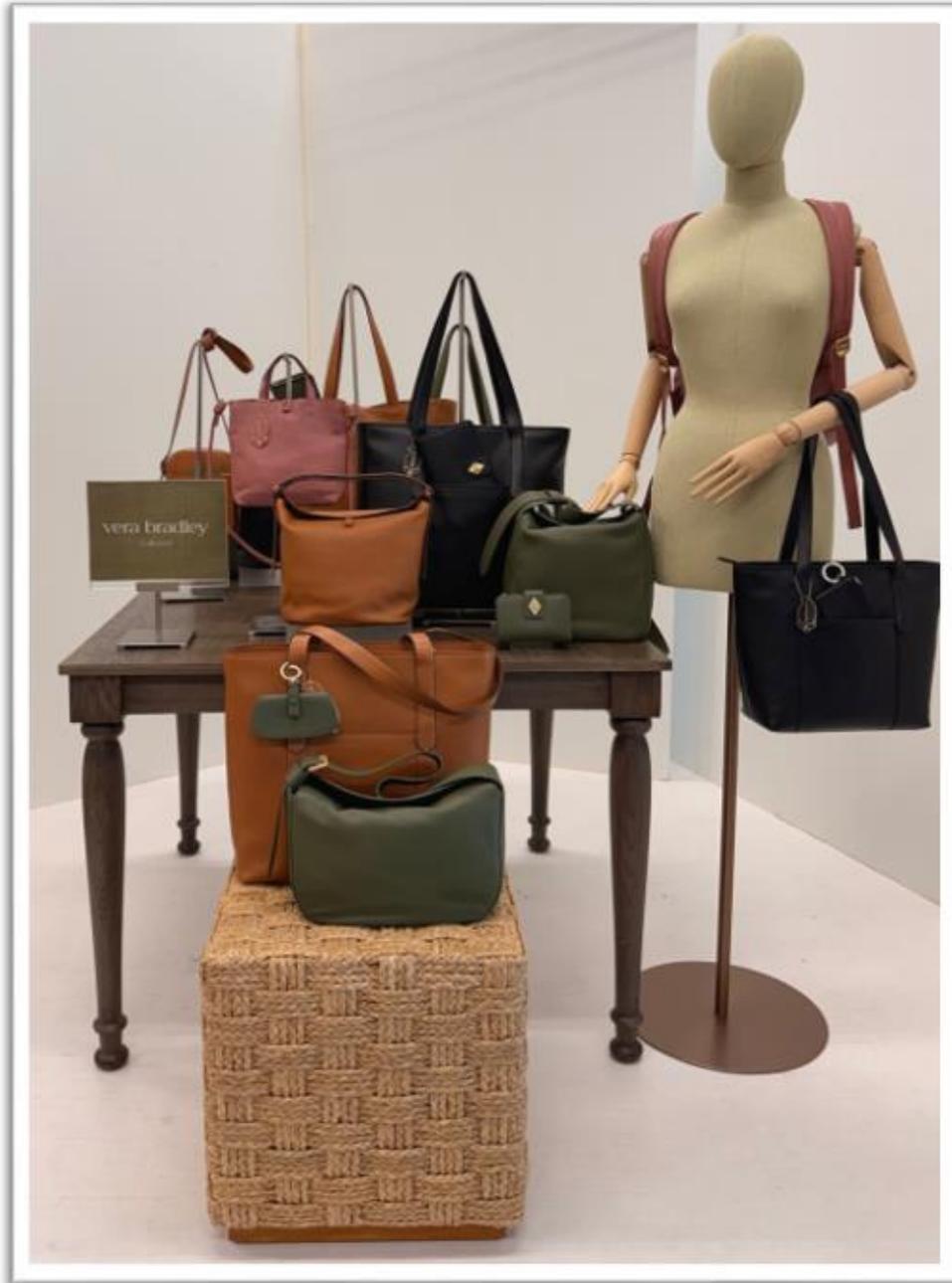
Back Side



Please refer to the Visual Merchandising Standards on page 2

LEATHER TABLE

Front Side



Please refer to the Visual Merchandising Standards on page 2

LEATHER TABLE

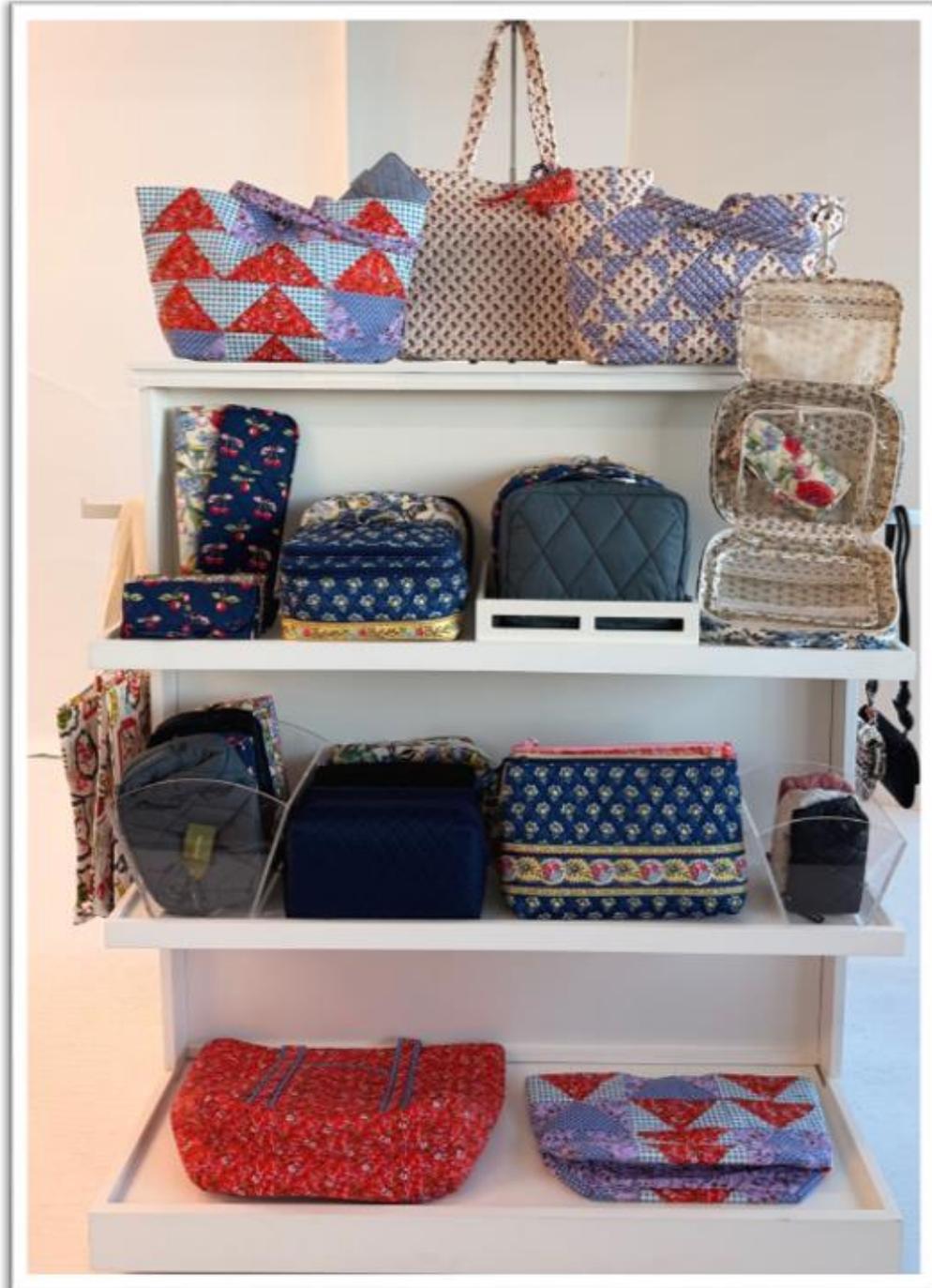
Back Side



Please refer to the Visual Merchandising Standards on page 2

ALL-IN-ONE FIXTURE

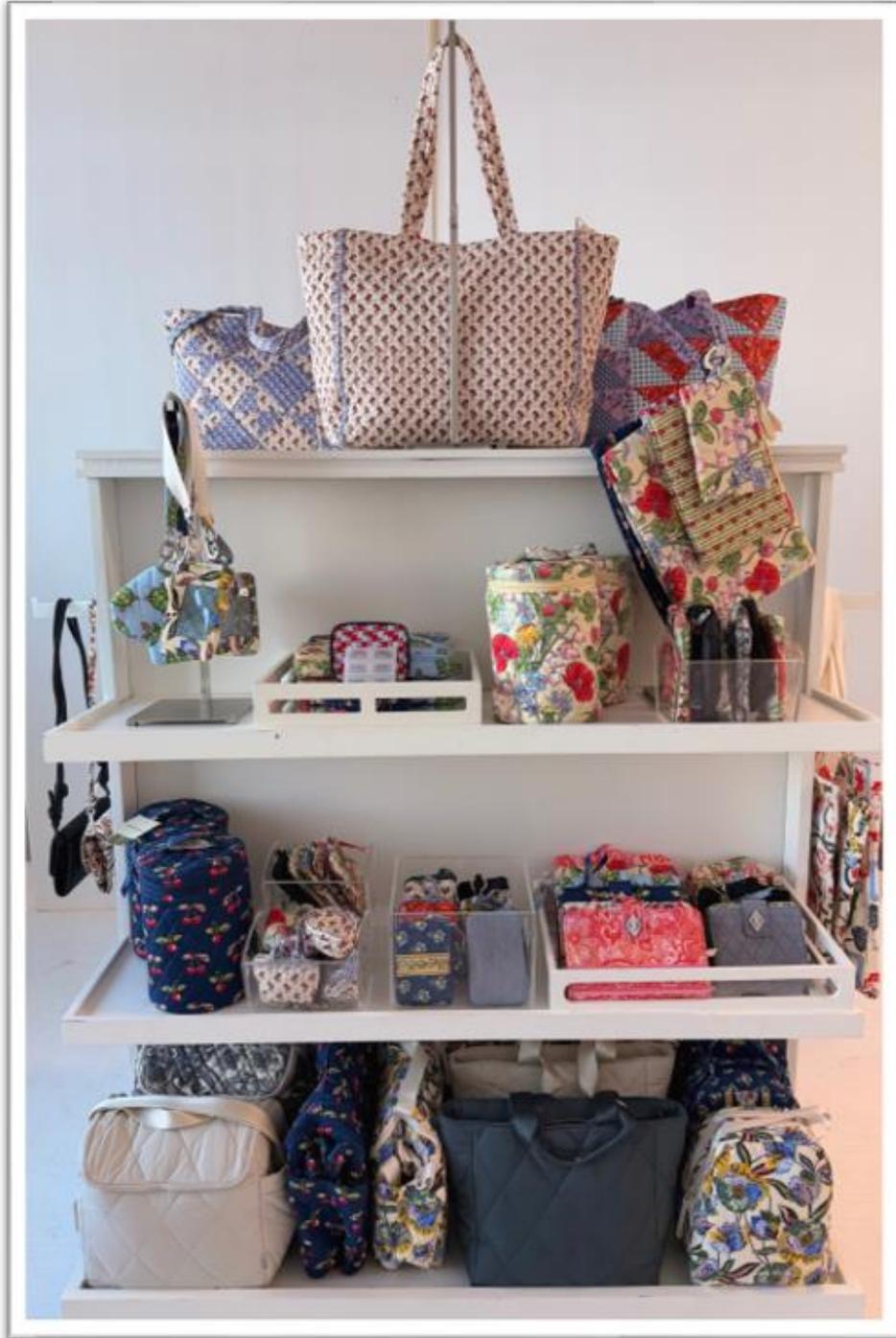
Front Side



Please refer to the Visual Merchandising Standards on page 2

ALL-IN-ONE FIXTURE

Back Side



Please refer to the Visual Merchandising Standards on page 2

ALL-IN-ONE FIXTURE

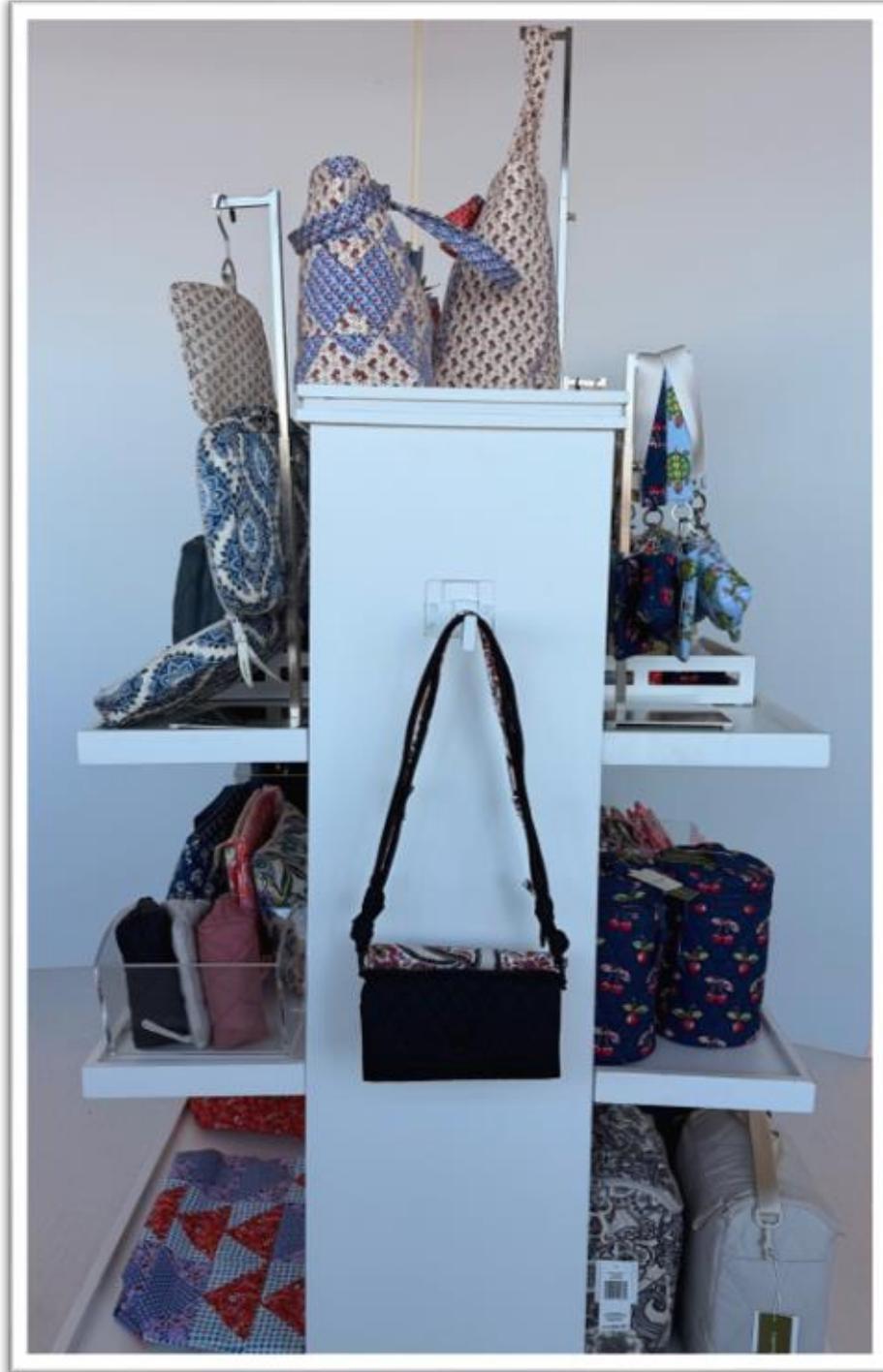
Side A



Please refer to the Visual Merchandising Standards on page 2

ALL-IN-ONE FIXTURE

Side B



Please refer to the Visual Merchandising Standards on page 2

MARKETING

Seasonal Assets

COUNTERTOP SIGN
2 POUCH ORGANIZER PROMO

vera bradley



\$25

2 POUCH ORGANIZER SET
(MSRP \$60)

120-245246_SMK08_Specialty/Seasonal/Assets_Countertop_10x8_Promo_FNL.indd1

10" X 8"

COUNTERTOP SIGN
BRANNING TOTE PROMO

vera bradley



\$30

BRANNING TOTE
(MSRP \$75)

120-245246_SMK08_Specialty/Seasonal/Assets_Countertop_10x8_Promo_FNL.indd2

10" X 8"

COUNTERTOP SIGN
BEACH

vera bradley



Spring Break

Thoughtfully designed for days that feel lighter, brighter, and just a little more spontaneous.

120-245246_SMK08_Specialty/Seasonal/Assets_Countertop_10x8_Editorial_FNL.indd1

10" X 8"

COUNTERTOP SIGN
PRE-BTS

vera bradley



FOR EVERY *journey*

Backpacks made for moments in motion.

120-245246_SMK08_Specialty/Seasonal/Assets_Countertop_10x8_Editorial_FNL.indd2

10" X 8"

STUFFING GUIDE

HOW TO STUFF & STYLE

Correct product stuffing is essential to visual presentation. It helps define shape, supports functionality, and highlights key features while elevating perceived quality. Consistent execution signals care, confidence, and pride in the product, contributing to a better customer experience.



- 1. REMOVE**
Discard ALL shipping plastic, paper, tape from all hardware, straps, handles and inside the bag.



- 2. SHAPE**
Push out all corners and creases; helps relax the bag, making it easier to take on it's proper shape.



- 3. STUFF**
Use loose, flexible paper. Do not wad or fold. This allows the bag to maintain shape and be reshaped as needed.



- 4. FINISH STUFFING**
Add remaining sheets as needed to achieve the correct bag shape. Refer to the Visual Guide for approximate sheet count.



- 5. TUCK IT**
Tuck all hangtags inside the bag or nearest pocket. Use consistent placement for each style.



- 6. CLOSE IT**
Style straps per the Styling Guide. Smooth wrinkles. If not shown, place straps neatly on top of the stuffing paper.



- 7. SHAPE**
Style straps per the Styling Guide. Smooth and flatten creases. For criss-cross styling, place the front strap over the back to secure both.



- 8. INSPECT**
Gently shape the bag by hand, adjusting internal paper as needed. Correct shape should match the Defined Styling page, with sides no wider than the base.

STYLING GUIDE – BAGS

TRIANGLE



TOTES

Focus stuffing at the bottom, allowing the bag to taper upward. Fill all four bottom corners without exceeding the base.

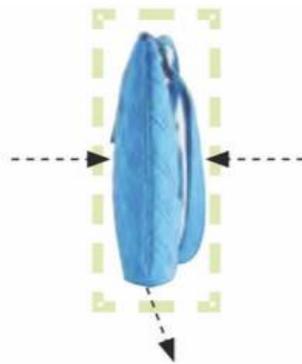
RECTANGLE



BACKPACKS

Evenly distribute stuffing so the bag stands upright. Fill all eight corners, keeping sides within the base.

SLIM



HIPSTERS

Maintain a slim profile by gently pushing out the side corners.

SQUARE



DUFFELS

Ensure all corners are squared and the bag stands upright. Fill all eight corners so sides and bottom remain flat, not rounded.

STYLING GUIDE – STRAP/HANDLE



CRISSCROSS

Front strap crosses over the back strap. Straps should sit flush across the top and sides of the bag.



TOP CROSS

Front handle crisscrosses over the back handle, resting neatly across the top of the bag.



FLUSH

Straps and handles should lay flat against each side of the bag.



ACROSS FRONT

Adjust the strap to its shortest length and drape it across the lower right front corner of the bag.



BACK TUCK

Tuck straps neatly into the back pocket of the bag.



UNIQUE

Additional style-specific guidance will be provided as needed.

STUFFING & STYLING GUIDELINES



SMALL ORIGINAL DUFFEL
6 Sheets



ORIGINAL DUFFEL
10 Sheets



LARGE ORIGINAL DUFFEL
20 Sheets



MIRAMAR WEEKENDER
11 Sheets



**LARGE
MIRAMAR WEEKENDER**
17 Sheets



KNOLLTON TRAVEL TOTE
9 Sheets



SMALL POUCH
1 Sheet



MEDIUM POUCH
6 Sheets



LARGE POUCH
2 Sheets



MINI DOME COSMETIC
1 Sheet



SMALL COSMETIC
½ Sheet



MEDIUM COSMETIC
2 Sheets



LARGE COSMETIC
3 Sheets



**HANGING
TRAVEL ORGANIZER**
4 Sheets



CORD ORGANIZER
3 Sheets



**ULTIMATE
TRAVEL ORGANIZER**
4 Sheets

STUFFING & STYLING GUIDELINES



**WOODWARD SMALL
BELT BAG**
1 Sheet



PORTNOY BELT BAG
2 Sheets



ORIGINAL ZIP HIPSTER
2 Sheets



SULLIVAN CROSSBODY
2 Sheets



BAIRD HIPSTER
1 Sheet



TIFTON CIRCULAR SLING
4 Sheets



TABER DUMPLING BAG
1 Sheet



**ROXBURY
CRESCENT CROSSBODY**
1 Sheet



FOXBURY CROSSBODY
2 Sheets



**SPRINGBROOK
SLING CROSSBODY**
1 Sheet



MINI ORIGINAL TOTE
2 Sheets



**MINI ORIGINAL
DUFFEL CROSSBODY**
1 Sheet



TIFTON HOBO CROSSBODY
7 Sheets



TIFTON HOBO
20 Sheets



POST SHOULDER BAG
3 Sheets



TIFTON SHOULDER BAG
3 Sheets

STUFFING & STYLING GUIDELINES



TIFTON SHOULDER BAG
(LEATHER)
3 Sheets



ROTHVALE SHOULDER BAG
4 Sheets



FRAZIER SHOULDER BAG
4 Sheets



MARCELLE SHOULDER BAG
4 Sheets



ROXBURY CRESCENT
2 Sheets



ASTORIA SHOULDER BAG
4 Sheets



100 HANDBAG
4 Sheets



SMALL ORIGINAL TOTE
4 Sheets



ORIGINAL ZIP TOTE
7 Sheets



SMALL HATHAWAY TOTE
5 Sheets



HATHAWAY TOTE
10 Sheets



CHANCERY
5 Sheets



LORMAN SLING BACKPACK
1 Sheet



ORIGINAL
DRAWSTRING BACKPACK
20 Sheets



SMALL BANBURY
BACKPACK
5 Sheets



BANCROFT BACKPACK
10 Sheets

STUFFING & STYLING GUIDELINES



**LARGE BANCROFT
BACKPACK**
12 Sheets



XL BANCROFT BACKPACK
14 Sheets



LUNCH BAG
3 Sheets



LARGE LUNCH BAG
4 Sheets



LUNCH COOLER
4 Sheets



COOLER TOTE
7 Sheets

THANK YOU FOR YOUR PARTNERSHIP

We appreciate your continued support of the brand



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