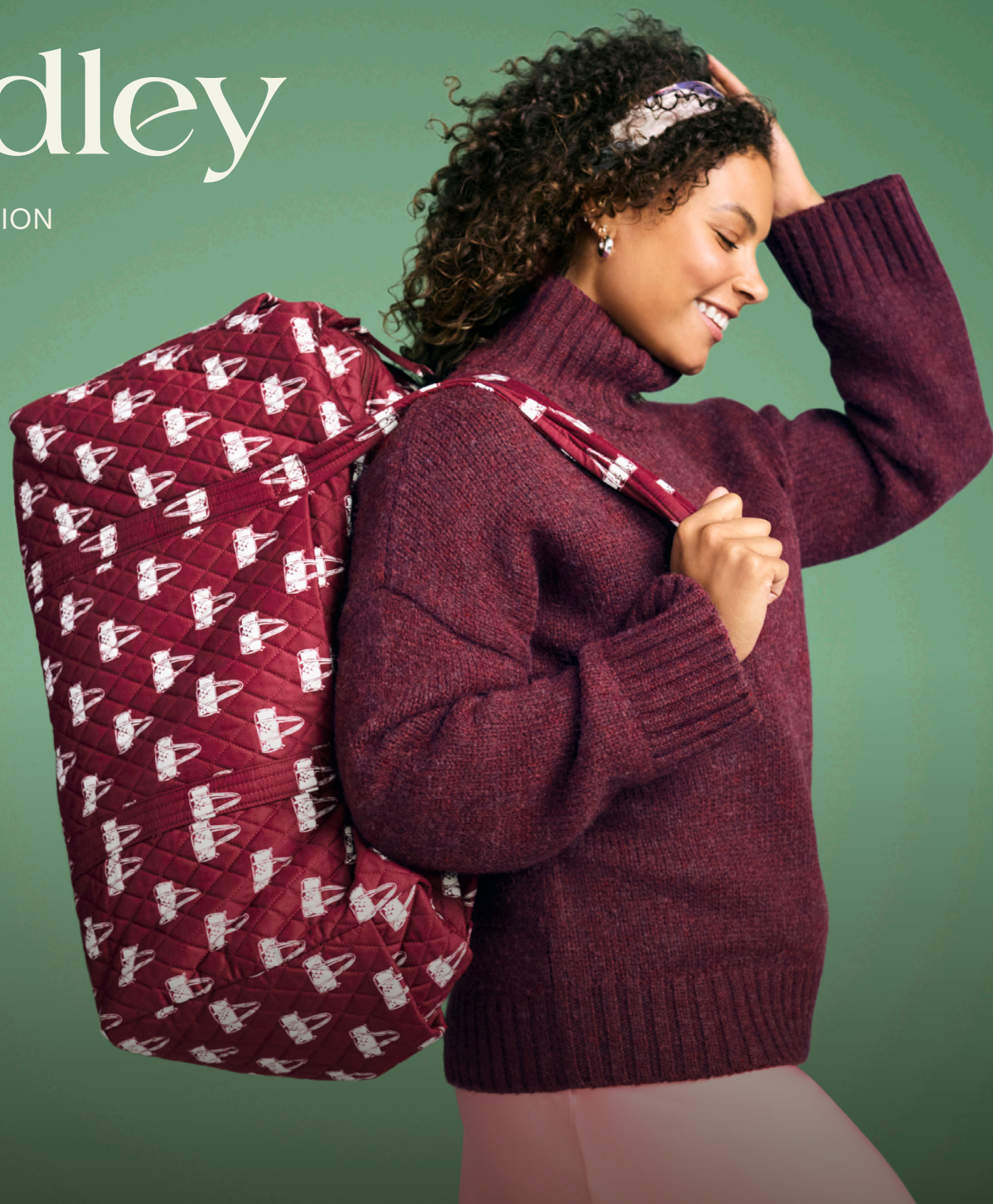


vera bradley

WINTER 2024 | COLLECTION



Winter 2024 | Collection

Launching in October

COTTON
GABARDINE



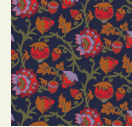
Midnight Garden
Paisley



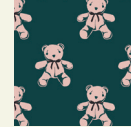
Paisley Key



Victorian Vines



Midnight Garden
Vines



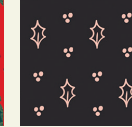
Bear Mosaic



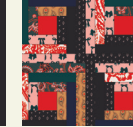
Duffel Mosaic



Bow Mosaic



Holly Days



Paisley Key
Patchwork



Dotty Floral



Bias Mini Vines
Ribbons



Marrakesh Vines
Cream



Moonless Night



Peacoat

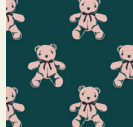


Purple Rhapsody

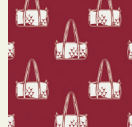
COTTON



Paisley Key
Pumice Stone



Bear Mosaic

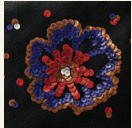


Duffel Mosaic

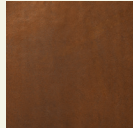


Bouquet No. 2

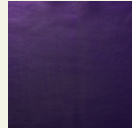
LEATHER



Bossanova Bold
Sequin



Bronze Metallic



Purple Metallic



Moonless Night



Goji Berry Red



Roasted Pecan



Demitasse



Bronze Green

NYLON
TWEILL



Moonless Night



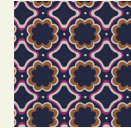
Goji Berry Red



Bossanova Bold



Seurat Floral



Lattice Florets

NYLON



Deep Ultramarine

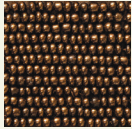


Lotus Montage
Roasted Pecan

Winter 2024 | Collection

Launching in October

BEADED



Bronze Metallic

VELVET



Moonless Night

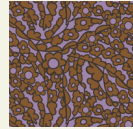


Sea Moss

RIPSTOP
POLYESTER



Subtle Bouquet



Tiny Garden
Lavender Frost



Kew Gardens Blue

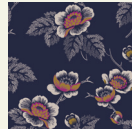
FLEECE



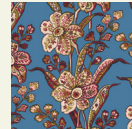
Midnight Garden Paisley



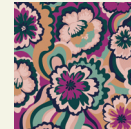
Paisley Key



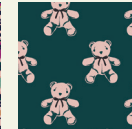
Seurat Floral



Begonia Fields



Bossanova Misty Rose



Bear Mosaic



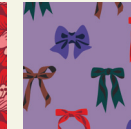
Victorian Vines
Vineyard Green



Midnight Garden Paisley
Antique White



Lotus Flush



Bow Mosaic
Chalk Violet



Holly



Nuthatch

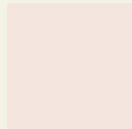


Moonless Night



Deep Ultramarine

TEDDY
FLEECE



Antique White



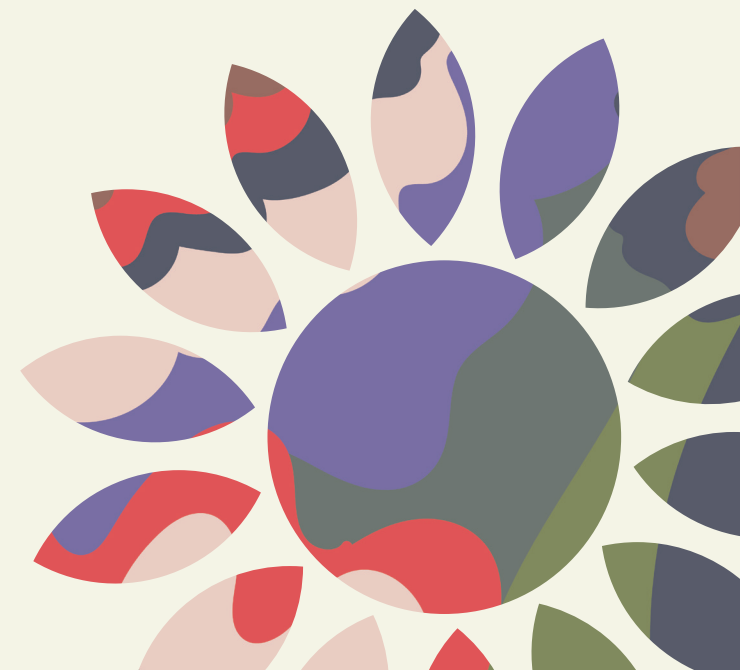
Moonless Night



Peacoat



Tibetan Red



Seasonal Big Ideas

a season to remember

Spreading Joy

In comfort, in style and in the little things

Home & apparel, core bags, stocking stuffers

Making Connections

The everyday, the far away and in her own way

Travel, hands-free, packing accessories

Time for You

She deserves it, she needs it and she loves it

Handbags, accessories, smalls



We create bold,
thoughtfully-designed
pieces that enrich
everyday movement
and mark life's
meaningful occasions.

button closures &
patterned borders

friendship knots

Spreading Joy (table front)

It's the gifting season

and we have thoughtful solutions for every recipient on her list.

1 In comfort

Home and apparel items are popular (and proven) gifting options for the season.

2 In style

Core bags like the Original Hipster and the Bancroft Backpack are trending seasonal favorites.

3 In the little things

We're the destination for perfect stocking stuffers.



(table details)

Spreading Joy (table back)

It's the gifting season

and we have thoughtful solutions for every recipient on her list.

MARKETING

Table Signs

Include the Give Joy sign to communicate the seasonal narrative.

Priority Displays

Prioritize the gifting narrative through the holiday. Pivot between other narratives on the primary feature tables throughout the remaining Winter Season.



Making Connections (table front)

The holidays often equate to travel.

We have solutions for everyday tasks and journeys near and far.

1 In the everyday

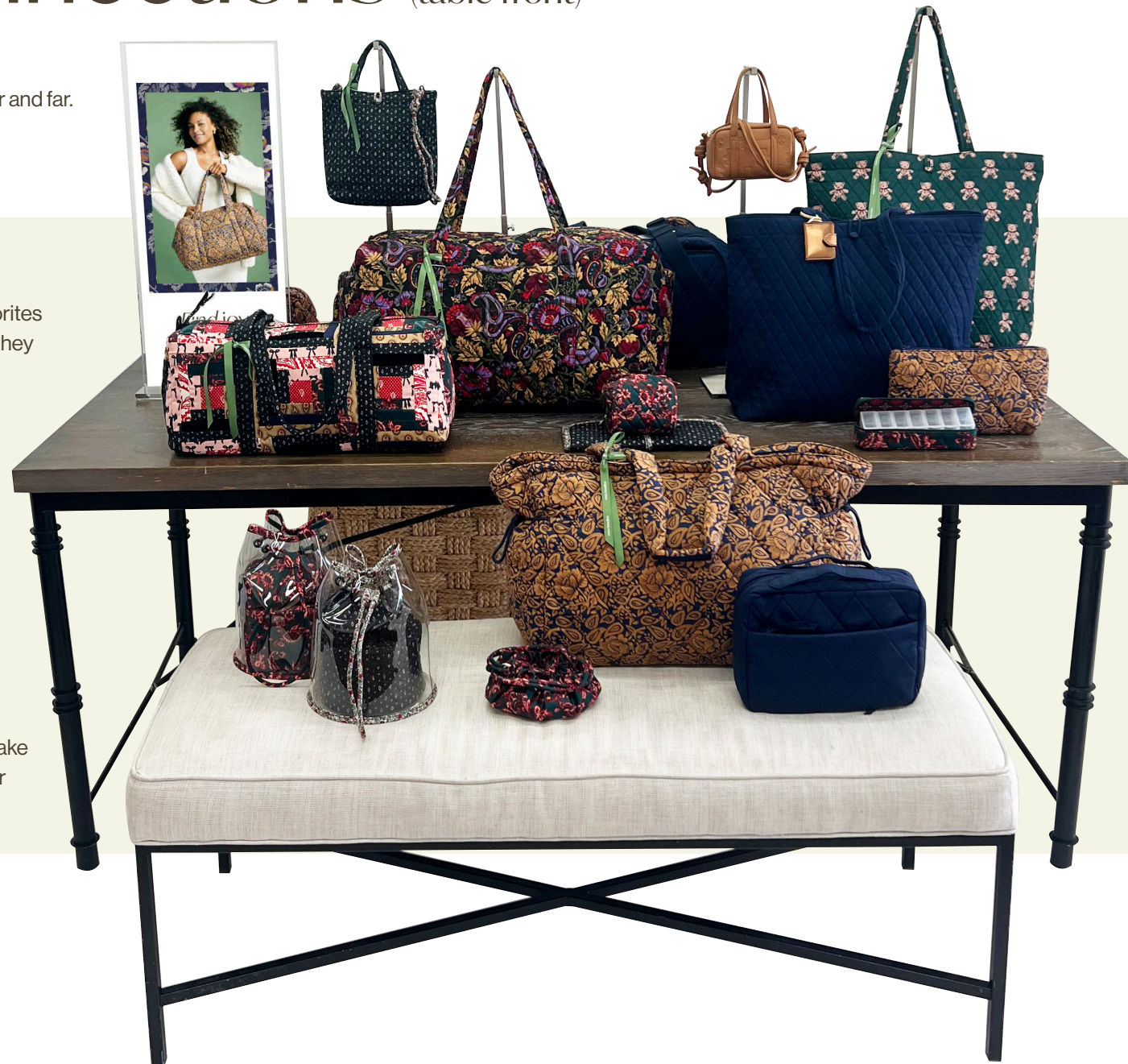
Totes and hands-free styles are everyday favorites for a reason and she'll appreciate how simple they make this holiday season.

2 Or far away

Trips home or the adventure of a lifetime are made easier with our thoughtfully designed luggage and travel bag solutions.

3 In her own way

Packing accessories and cosmetic options make it easy for her to make everyday or journeys far away her own.



Making Connections (table back)

The holidays often equate to travel.

We have solutions for everyday tasks and journeys near and far.

TABLE FORMULA

Triangular formations:

Build triangular formations by placing larger styles in the center and surround with smaller styles. Include table-top hooks to add height.

Integrate fabrications:

Blend patterns from the same color tones. Add in solids from multiple fabrications to complete the color story.



Find joy.

Time for You (table front)

We excel at elevating the everyday

into something joyful, whether through beautiful pattern play or our best-in-class functionality.

1 She deserves it

Special silhouettes and materials entice her to treat herself to a little something extra this season.

2 She needs it

Beautifully practical accessories like the Large Pouch and the Blanket Wrap fill the space between need and want.

3 She loves it

Coin Pouches, Bag Charms and Wallets are made for “I love it and I have to have it!” moments.



Time for You (table back)

We excel at elevating the everyday

into something joyful, whether through beautiful pattern play or our best-in-class functionality.

TABLE FORMULA

Start with solids:

Build a color story with solids as the primary focus.

Pops of patterns:

Add in patterns that have coordinating color stories and blend well with the solids.

Include small accessories:

Layer in smaller accessories, including fun keychains or coin purses.



Function and Fashion

Inform and inspire her

Separate styles by fashion (handbags, crossbodies and totes) and function (backpacks and travel). Keep inventory light to accentuate the product.

HOLIDAY PRICE POINTS

Utilize the price point signage provided by Vera Bradley to inform the customer of the holiday price points:

- Plush Throw Blanket \$30
- Marston Grand Tote \$35
- Ultimate Travel Case \$29
- Large Utility Tote \$35
- Woodward Small Belt Bag \$25



All In One Island

Versatile and stylish

Build two separate color stories through pattern and coordinating solids. Set one side with cooler tones and the other with warmer tones.

update with
new patterns
throughout
the season



(side 1)



(side 2)

Floor Stands

Captivating and functionally convenient

Feature best-selling crossbodies and the original Throw Blanket. Extend table displays with floor stands or place together in a group.

FLOOR STAND NOTES

Utilize floor stands to hold additional inventory of top-selling or new crossbodies

- Pull the pattern or solid that coordinates with the cabinet or tables color story to the front of the stand.
- Keep styles unstuffed to represent more patterns on the floor.
- Utilize stands to feature patterns that are not highlighted throughout the store displays.
- Ensure hanging styles are all hung at the same length.



All In One Island Opening Order

\$3,000 Order

Opening Order of the core styles in the top-selling fabrications. New Fall patterns and solids are highlighted.

OPENING ORDER NOTE

The All In One Island, the Trestle Table and the Etagera are all required to fit the \$3,000 opening order shown on these pages.



(side 1)



(side 2)

Trestle Table Opening Order

\$3,000 Order

Opening Order of the core styles in the top-selling fabrications. New Fall patterns and solids are highlighted.

OPENING ORDER NOTE

The All In One Island, the Trestle Table and the Etagerie are all required to fit the \$3,000 opening order shown on these pages.



(table front)



(table back)

TABLE FORMULA

Utilize fixtures:

Use trays to hold smaller styles like wallets or belt bags in multiple color options. Top of Counter Hooks highlight strap features and add height to the table display.

Integrate fabrications:

Blend patterns from the same color tones. Add in solids from multiple fabrications to complete the color story.



Etagere Opening Order

\$3,000 Order

Opening Order of the core styles in the top-selling fabrications. New Fall patterns and solids are highlighted.

OPENING ORDER NOTE

The All In One Island, the Trestle Table and the Etagere are all required to fit the \$3,000 opening order shown on these pages.



Stuffing and Styling Guide

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BACKPACKS & LUNCH



BANCROFT BACKPACK

10 sheets
flush straps
stackable
function
rectangle shape



BERKHILL BACKPACK

6 sheets
flush straps
stackable
function
rectangle shape



CHANCERY BACKPACK

7 - 8 sheets
flush straps
no stack for leather/ stackable for nylon
function
rectangle shape

NOTE: manipulate bottom of the bag so that it doesn't fall backwards



COOLER

7 sheets
criss cross / across front
stackable
function
square shape



COOLER TOTE

7 sheets
criss cross / tuck crossbody strap
stackable
function
triangle shape



LARGE BANCROFT BACKPACK

11 - 12 sheets
flush straps
stackable
function
rectangle shape



LUNCH BAG

3 sheets
no straps
stackable
function
rectangle shape



LUNCH COOLER

4 sheets
across front
stackable
function
square shape

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LUNCH TOTE

3 sheets
criss cross straps
stackable
function
triangle shape



MINI BANBURY BACKPACK

3 sheets
tuck straps in back
no stack
fashion
rectangle shape



SMALL BANBURY BACKPACK

5 sheets
flush straps
no stack
fashion
rectangle shape



SMALL CHANCERY BACKPACK

5 sheets
flush straps
no stack
fashion
rectangle shape



WESTOVER HYBRID BACKPACK

10 sheets
flush straps
no stack
function
rectangle shape

CROSSBODY BAGS



BAIRD HIPSTER

1/2 sheet front and 1/2 sheet back
across front / tuck strap
no stack
fashion
slim rectangle
NOTE: button closure



BLAKE CROSSBODY

1 sheet
draped and relaxed strap
no stack
fashion
rectangle



FOXBURY CROSSBODY

2 sheets
across front
no stack
fashion
rectangle
NOTE: do not stuff the middle compartment

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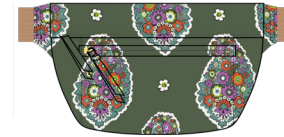
LORMAN SLING BACKPACK

1 sheet
 across front
 no stack
 fashion
 slim rectangle



ORIGINAL HIPSTER

2 sheets
 across front
 no stack
 fashion
 slim triangle



PORTNOY BELT BAG

2 sheets
 across front / folded
 no stack
 fashion
 rectangle



ROXBURY CRESCENT CROSSBODY

1 sheet
 snap in shortest setting
 no stack
 fashion
 triangle

NOTE: bag should feel slouchy with the center dipped low



SPRINGBROOK SLING CROSSBODY

1 sheet
 relaxed across front
 no stack
 fashion
 slim rectangle



TILDEN DRAWSTRING CROSSBODY

1 sheet
 relaxed across front
 no stack
 fashion
 slim rectangle



WOODWARD SMALL BELT BAG

1 sheet
 across front
 no stack
 fashion
 slim rectangle

SHOULDER BAGS



ANDOVER SHOULDER BAG

1 sheet
 tuck strap in tray
 no stack
 fashion
 slim rectangle

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ASTORIA SHOULDER BAG

4 sheets
snap in shortest setting
no stack
fashion
rectangle

NOTE: bag should feel slouchy



HATHAWAY TOTE

6 sheets
criss cross
no stack
fashion
triangle shape

NOTE: different fabrications may have different closures



MARCELLE SHOULDER BAG

4 sheets
snap in shortest setting
no stack
fashion
triangle shape

NOTE: bag should feel slouchy with the center dipped low



MINI HATHAWAY TOTE

1 sheet
across front / draped
no stack
fashion
rectangle shape



MINI ORIGINAL TOTE

2 sheets
criss cross / tuck strap
no stack
fashion
thin rectangle

NOTE: different fabrications may have different closures



ORIGINAL TOTE

7 sheets
criss cross
no stack
fashion
triangle

NOTE: different fabrications may have different closures



ROTHVALE SHOULDER BAG

4 sheets
-
no stack
fashion
triangle shape



ROXBURY CRESCENT SHOULDER BAG

2 sheets
snap in shortest setting
no stack
fashion
triangle shape
NOTE: bag should feel slouchy with the center dipped low

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SMALL HATHAWAY TOTE

5 sheets
criss cross
no stack
fashion
triangle shape

NOTE: different fabrications may have different closures



SMALL ORIGINAL TOTE

4 sheets
criss cross
no stack
fashion
triangle shape

NOTE: different fabrications may have different closures



TABER DUMPLING BAG

1 sheet
across front / hang
no stack
fashion
triangle shape

TRAVEL BAGS



WOODHILL SHOULDER BAG

6 sheets
criss cross / tuck strap
no stack
fashion
triangle shape

NOTE: buttons on the side will change the shape and styling



CLEMONT TRAVEL TOTE

9 sheets
criss cross
no stack
fashion
triangle shape



KNOLLTON TRAVEL TOTE

9 sheets
criss cross
stackable
function
rectangle shape



LARGE MIRAMAR WEEKENDER

17 sheets
flush
stackable
function
rectangle shape



LARGE ORIGINAL DUFFEL

20 sheets
criss cross
stackable
function
square shape

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MIRAMAR WEEKENDER

11 sheets
flush
stackable
function
rectangle shape

NOTE: do not stack the canvas fabrication



ORIGINAL DUFFEL

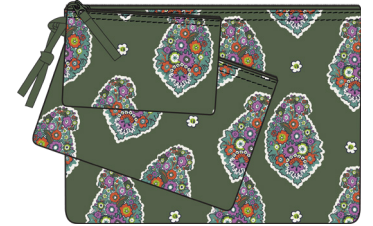
14 sheets
criss cross
stackable
function
square shape



SMALL ORIGINAL DUFFEL

10 sheets
criss cross
no stack
function
square shape

TRAVEL ACCESSORIES



3 POUCH ORGANIZER

1/2 sheet, 1 sheet, 1/2 sheet
no straps
stackable
function
triangle shape

NOTE: open bottom to help it stand



BRUSH UP COSMETIC CASE

3 - 4 sheets
no straps
no stack
function
square shape



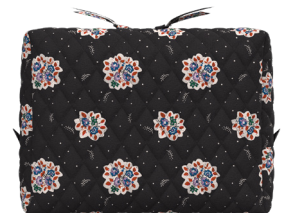
CORD ORGANIZER

3 sheets
no straps
no stack
function
rectangle shape



HANGING TRAVEL ORGANIZER

4 sheets
no straps
no stack
function
slim rectangle



LARGE COSMETIC

3 sheets
no straps
no stack
function
rectangle shape

Winter 2024 | Stuffing and Styling Guide



LARGE POUCH

3 sheets
no straps
no stack
function
triangle shape



LAY FLAT TRAVEL ORGANIZER

4 sheets
no straps
no stack
function
rectangle shape



MEDIUM COSMETIC

2 sheets
no straps
no stack
function
rectangle shape



MEDIUM POUCH

2 sheets
no straps
no stack
function
triangle shape



MINI COSMETIC

1/3 sheet
no straps
no stack
function
triangle shape



MINI DOME COSMETIC

1 sheet
no straps
no stack
function
triangle shape