



vera bradley

BRAND GUIDE

about



THE FOUNDERS OF VERA BRADLEY – BARBARA BRADLEY
BAEKGAARD AND PATRICIA R. MILLER

WHO WE ARE

- Female-founded in 1982 by Barbara Bradley Bækgaard & Patricia R. Miller.
- Driven by a vision for a more colorful world of bags and accessories.
- Redefining how women travel – near and far.

OUR MISSION

- Support women's journeys with bold, thoughtful designs.
- Spark joy & meaningful connections through color and artistry.
- Inspire confidence, self-expression, and bold pursuits.

WHAT SETS US APART

- Iconic prints & happy hues that brighten everyday life.
- Smart, stylish solutions for women on the move.
- Empowering women & girls through style, function, and community.

ICONIC STYLES

For over 40 years, Vera Bradley has crafted timeless, functional designs to support women on the move. Our beloved styles – the Duffel, Backpack, Tote and Hipster – combine practicality with signature prints and smart details. Designed for style, comfort, and durability, these essentials make every journey easy.



LARGE ORIGINAL DUFFEL

Lightweight, spacious, and perfect for travel or the gym.



BANCROFT BACKPACK

Hands-free convenience with smart organization for work, school, or trips.



ORIGINAL ZIP TOTE

A versatile carryall with roomy compartments for every day.



ORIGINAL ZIP HIPSTER

Slim, lightweight, and designed to be hands-free with ease.

FABRICATIONS

Our signature fabrics combine beauty, function, and durability to suit every journey.

PREMIUM COTTON

Soft, vibrant, and luxuriously dense.



FEATHERWEIGHT

Ultra-light, water-repellent, and quilted.



LEATHER

Full grain, naturally pebbled.



NYLON

Smooth, water-repellent, and modern.



PERFORMANCE TWILL

Water-repellent, easy-care with heritage quilting.



RIPSTOP

Lightweight, tear-resistant, and adventure-ready.



OXFORD CANVAS

Durable cotton with elevated leather trims.



FLEECE

Ultra-soft, plush, and cozy.



RETAIL BRAND EXPERIENCE

Thoughtful merchandising showcases Vera Bradley's vibrant patterns and timeless styles, creating an inviting shopping experience that inspires discovery and connection.



GENERAL GUIDELINES

- Arrange styles in **triangles** for visual appeal.
- Keep product **stuffed properly** without overfilling.
- Avoid over-stacking or cluttering tables and shelves.

CREATING ENGAGING DISPLAYS

- **Vignettes** at cabinet tops showcase bestsellers in hard-to-reach areas.
- **Props & acrylic bins** organize small items and highlight features.
- **Display Inventory** – Fold or stack additional colors next to a styled & stuffed product.