



2026  
SPRING SUMMER  
**Forever.**

vera bradley

2026  
SPRING SUMMER  
**Forever.**

Forever Vera Bradley is a season of rediscovery.

Popular prints return from the archive, refreshed for today, while new stories celebrate the rituals that define spring and summer.

From coastal escapes to garden parties, Mother's Day gifting to back-to-school color, SM26 is about timeless heritage meeting modern life.

A season designed to feel both nostalgic and new — forever Vera Bradley, forever part of her story.

# Big Ideas

## FOREVER PATTERNS

Archive favorites reborn timeless prints refreshed with a new energy for a new generation.



**Maison Blue**  
2002 Spring  
Launch



**Sherbet**  
2004 Spring  
Launch



**Cambridge Blues**  
2007 Fall  
Launch



**Neutral Rhapsody**  
2009 Fall  
Launched as Blue  
Rhapsody,  
updated with a  
seasonless  
palette.



**Poppy Fields**  
2010 Spring  
Launch

# Big Ideas

FOREVER MOMENTS

Celebrate life's rituals — Mother's Day gifting, summer picnics, Americana cherries and denim blues — designed for playfulness and joy.



vera bradley

# Big Ideas

## FOREVER STORIES

Everyday color with meaning — from campus to coast, bohemian medallions, western paisleys, and watercolor florals carry her through every chapter.



vera bradley

# Big Ideas

## FOREVER NEW

Fresh silhouettes and monthly collectible IP drops — Peanuts, Lilo, Hello Kitty — keep Vera Bradley forever relevant and forever exciting.

December 11th  
Peanuts



January 8th  
Lilo & Stitch



March 5th  
Classic Mickey



April 2nd  
Peanuts Americana



May 26th  
Mandalorian



June 18th  
Disney Princesses



July 9th  
Hello Kitty

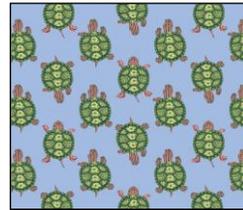


# Season Pattern Priority By Drop

Drop 1: 1/29



All The Pretty Wildflowers



Slow Dance



Cottage Shells



Gardenia Garden

Drop 2: 4/2



Vibrant Paisely



Sherbet



Cherry Picking



Cambridge Blues

Drop 3: 6/18



Poppy Fields



Vineyard Green Chambray



Bourdeaux



# Product Updates

We're reintroducing an updated technique. **Quilted Cotton Lining.**

Select items will now feature **Quilted Cotton Lining** — bringing the signature quilted stitching from the outside *into* the interior for an elevated and structured design and feel. Interior quilted pattern will feature a complementary color/pattern.

The Original Vera Tote, Hathaway Tote, Large Original Duffel and 100 Handbag will all feature this great enhancement.

Keep an eye out — this exciting update will be featured in even more styles in upcoming seasons!

# Product Housekeeping

- 
- ❖ The **Original Large Duffel** in Moonless Night & Peacoat are updated with the **Quilt-Through Stitching**, in the same outside color. This is the only change to the style and will have a new SKU.
  - ❖ There are a few cotton styles that are either new to the assortment or have a new SKU numbers with upgraded features:
    - ❖ Large Lunch – Moonless Night and Peacoat (new)
    - ❖ Medium Cosmetic – Moonless Night and Peacoat (new lining, new sku)
    - ❖ Large Cosmetic – Moonless Night and Peacoat (new lining, new sku)
    - ❖ Tab Wallet – Moonless Night (new)



# New Styles



**LARGE DOME COSMETIC**

**MATERIALS:**

Premium Cotton

**DIMENSIONS:**

8" w x 10 1/4" h x 4 1/2" d

**MSRP:**

\$65.00



**HANGING ORGANIZER**

**MATERIALS:**

Premium Cotton, Featherweight

**DIMENSIONS:**

10" w x 7 1/2" h x 4" d

**MSRP:**

\$80.00



**TRAVEL PILL CASE**

**MATERIALS:**

Premium Cotton

**DIMENSIONS:**

4" w x 1 1/2" h x 3" d

**MSRP:**

\$25.00



# New Styles



**BECKER**

**MATERIALS:**

Premium Cotton

**DIMENSIONS:**

8 1/4" w x 5 1/2" h x 3" d

**MSRP:**

\$80.00



**KIMMEL SLING**

**MATERIALS:**

Featherweight

**DIMENSIONS:**

12" w x 7 1/2" h x 3 1/2" d

**MSRP:**

\$60.00



**ORIGINAL VERA TOTE**

**MATERIALS:**

Premium Cotton, Leather

**DIMENSIONS:**

15" w x 14 1/2" h x 6" d

**MSRP:**

\$135.00, \$270.00



**SM ORIG VERA TOTE**

**MATERIALS:**

Premium Cotton, Leather

**DIMENSIONS:**

11 1/2" w x 11 1/4" h x 4 1/2" d

**MSRP:**

\$115.00, \$195.00



**MINI HATHAWAY TOTE**

**MATERIALS:**

Reversible, Premium Cotton

**DIMENSIONS:**

7 1/2" w x 8 1/4" h x 2 3/4" d

**MSRP:**

\$75.00



# Novelty Styles



## ZIP ID CASE (UPDATE)

**MATERIALS:**  
Premium Cotton

**DIMENSIONS:**  
5" w x 3" h

**MSRP:**  
\$15.00

## CLICK & ZIP WRISTLET

**MATERIALS:**  
Premium Cotton, FW

**DIMENSIONS:**  
6" w x 4" h x 1/2" d; 0.11 lbs

**MSRP:**  
\$25.00

## TURNLOCK WALLET

**MATERIALS:**  
Premium Cotton, Leather

**DIMENSIONS:**  
7 3/4" w x 4 3/4" h; 0.46 lbs

**MSRP:**  
\$80.00, \$120.00

## SM TURNLOCK WALLET

**MATERIALS:**  
Premium Cotton, Leather

**DIMENSIONS:**  
5 1/4" w x 3 1/2" h; 0.29 lbs

**MSRP:**  
\$65.00, \$95.00

## DUAL POUCH WRISTLET

**MATERIALS:**  
Premium Cotton, Featherweight

**DIMENSIONS:**  
5" w x 3" h; 0.18 lbs

**MSRP:**  
\$55.00

# The Season's Hero Focus



Large Original Duffel



Large Bancroft Backpack



Original Vera Tote



Small Original Vera Tote



Hathaway Tote Reversible



Original 100 Handbag



Dual Pouch Wide Wristlet



Large Dome Cosmetic



Hanging Organizer

# Top Style Focus for S/M26

- ❖ Original Zip Hipster
- ❖ Large Original Duffel
- ❖ Original Vera Tote
- ❖ Large Bancroft Backpack
- ❖ Plush Throw Blanket
- ❖ Cosmetic Case
- ❖ Travel Pill Case
- ❖ Sullivan Crossbody
- ❖ Kimmel Sling Crossbody
- ❖ Clip & Zip Wristlet
- ❖ Lorman Sling
- ❖ Turnlock Wallet
- ❖ Zip ID Case
- ❖ Zip ID Pouch  
w/Breakaway Lanyard



# Material Reference



## Premium Cotton

Colorful, Soft and Strong

Quilted iconic patterns and standout solid hues updated with a higher density of natural cotton fibers. The result is a luxurious hand feel that enhances the soft, comfortable and vibrant experience.



## Featherweight

Super-Lightweight and Water-Repellent

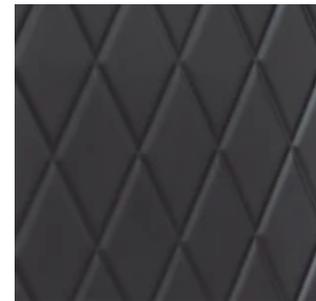
Diamond-quilted styles provide our ultrasoft, super-lightweight essentials with key performance features. This collection is consciously crafted with 100% pre-consumer recycled nylon exterior fabric.



## Leather

Full Grain, Naturally Pebbled

Our full-grain leather is exclusively sourced from premium American hides. Meticulously crafted to achieve a naturally pebbled texture and lustrous sheen, this lightweight, soft leather provides a relaxed, modern silhouette and unquestionable level of sophistication.



## Luggage

Quilted Design and Durable

Smooth multi-directional spinner wheels, telescoping handle, sleek and stylish. Available in carry on, check in, and under seat options.



## Fleece

Super Soft, Washable

Plush throw blankets in Polyester Fleece.



# Tools & Resources

## Available Materials

VM Seasonal Guide

Retail/Sales Training Guides

Stuffing & Styling Guide

Material Guide

Season Swatch Guide

Collateral (Hooks, Bins, Trays)

Signage

## Best Practices

Create a clean presentation with one of each SKU facing forward and balance of styles, either hung, stacked or library style.

Stuff & Style products to create interest and a shoppable environment.

Consistent organizing and straightening up is essential to keep the store up to brand standards.

Product assortments will vary by location. If styles shown in guides do not match your inventory, opt for something similar and follow the merchandising principles.

Intermix solids and patterns. Do not merchandise or group by one pattern or color.

Use bins/trays to display smaller items.

Stock Flex, Flex up when you are low or Flex down when fully stocked.



# Season Calendar

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Seasonal Periods			Spring/Summer 2026					F/W 2026		
Product Launch		1/29 SM26 Drop 1			4/2 SM26 Drop 2		6/18 SM26 Drop 3	7/9 FW26 Drop 1		
IP Launch	12/11 Snoopy	1/8 Lilo		3/5 Mickey	4/2 Peanuts	5/26 Grogue	6/18 Disney	7/9 Kitty		
KCP			Valentines Day			Mother's Day			Back To School	