

# Stuffing Guide

How to properly stuff products to present and style. Makes it easy to see the shape, function, features, and elevates the customer's perception of quality. Shows you're proud of the product you offer – Increases your customer's experience in your store!

vera bradley

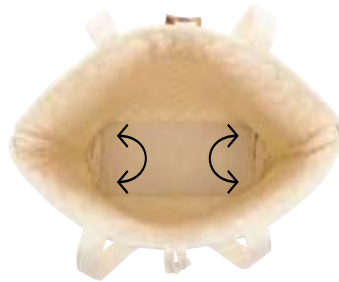
## 1 Remove

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



## 2 Shape

Push out all corners and creases to give shape the bag.



## 3 Stuff

Push paper into corners and start stuffing to desired fill. Don't fold, or wad into a ball.



## 4 Tuck

Tuck all hangtags inside or in a pocket.



## 5 Close

Tuck all hangtags inside or in a pocket.



## 6 Style

Style Straps & handles as shown on Styling Guide. Smooth out creases or wrinkles. If straps are not shown, place on top of the stuffing paper inside.



## 7 Shape

The Styling Guide directs the shape each product should hold from the side. Should not end up wider than the base.



## 8 Inspect

Look from all sides to ensure final shape. Done!



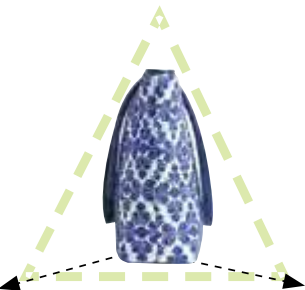
# Styling Guide

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## TRIANGLE

Totes

stuff towards the bottom of the bag, letting bag taper to the top



Bottom 4 corners are filled, should not exceed the base

## RECTANGLE

Backpack

evenly stuff the bag ensuring bag stands straight upright

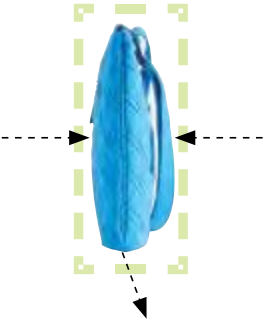


All 8 corners (4 top + 4 bottom) are filled out and sides should not exceed the base

## SLIM

Hipster

Maintain slim shape



Corners on either side of bag are pushed out

## SQUARE

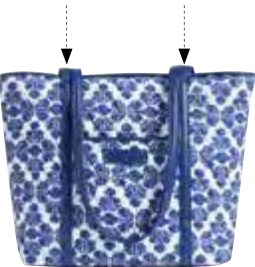
Duffel

Ensure all corners are squared off and bag stands straight



All 8 corners ( 4 top + 4 bottom) are filled out and flat so sides, even bottom are not rounded

## STRAP/HANDLE STYLING



### CRISSCROSS

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



### TOP CROSS

Front handle crisscrosses over the back handle siding over the top of the bag.



### F LUSH

Straps/handles lay down against each side of the bag.



### ACROSS FRONT

Adjust strap to the shortest length. Drape strap across the lower right corner. front to



### BACK TUCK

Tuck straps into back pocket of bag.



### UNIQUE

See "Strap/Handle" specific style direction.

# How To Stuff & Style

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## STEP 1: Remove and Discard

ALL plastic, paper, tape and air bubbles from ALL hardware, straps, handles - inside and outside the bag.



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## STEP 2: Pre-Shape

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

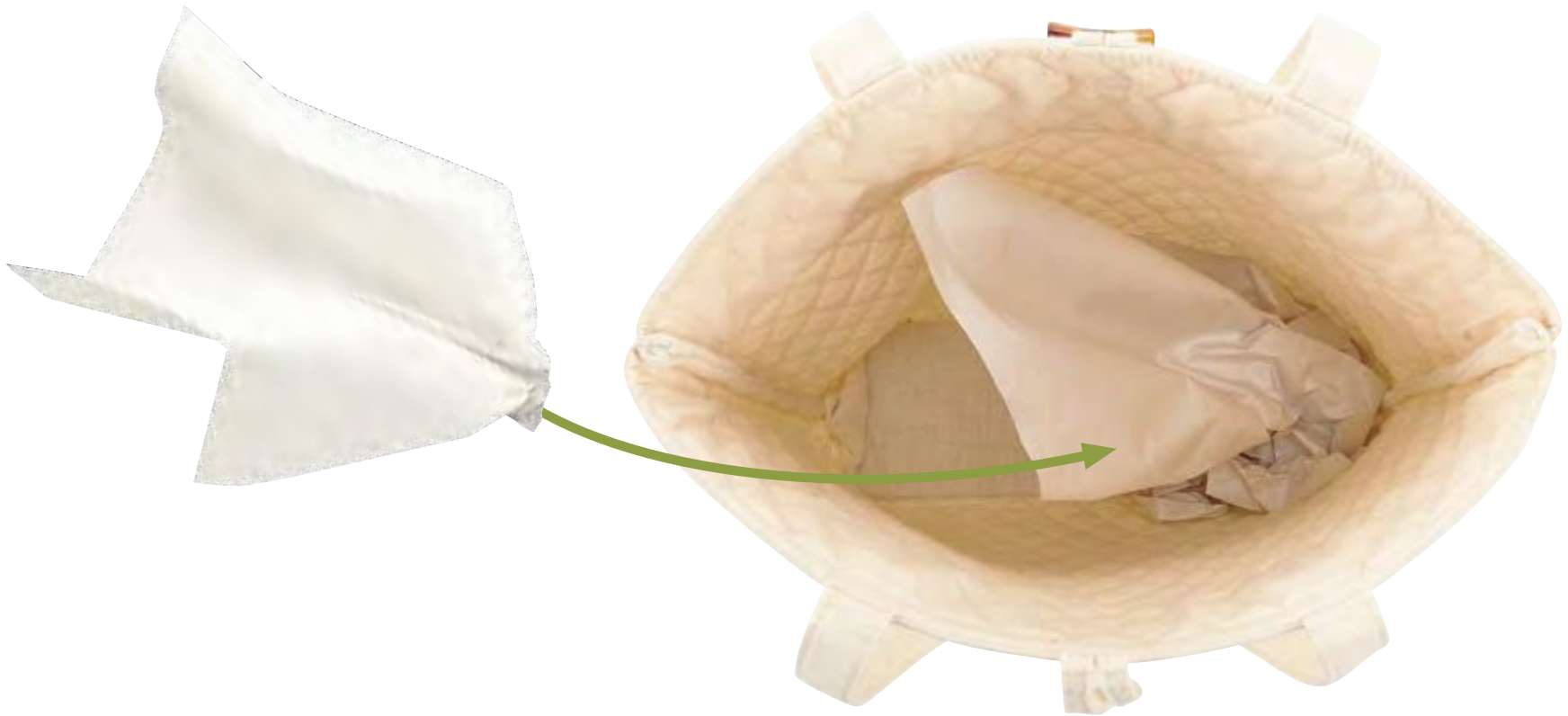


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## STEP 3: Stuff

Loosely grab paper and gently push into corners to keep fluffy.



Keep paper light, fluffy and pliable • Don't wad the paper into tight balls • Don't folding the paper to stuff  
WHY? Allows the paper to be shaped and to re-shape the bag as needed

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## STEP 4: Finish Stuffing

Add the remaining sheets. See the most current Visual Guide for sheet count.



Sheet count is an approximation. It is most important to have the correct bag shape, not the sheet count.

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## STEP 5: Tuck It

Tuck all hangtags inside the bag or a pocket. Tuck the tag into the closest pocket or opening of bag. Be consistent on placement for each style



Tuck tag inside the bag or a pocket

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## STEP 6: Close It

Close the zipper, toggle or magnetic closure.  
Make sure paper doesn't stick up out of bag.



**How to determine the front of the bag?**

- When the zipper closes to the left side

**What if there isn't a zipper?**

- Locate the Vera Bradley label inside the bag. It is sewn into the back side of the bag

**What else should I know?**

- o Turn locks should be positioned vertically
- o No visible papers coming out of the bag.
- o Special collections may have different styling

The latest Styling Guide will give approved direction for all collections

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## STEP 7: Style the Straps/Handle

Style straps or handles as shown in the Styling Guide. If needed, massage the straps to smooth out creases and wrinkles.



- Flatten straps to help relax fabric
- For "Criss Cross" Strap Styling, front strap should cross over top of back strap. It helps to hold both straps down.

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## STEP 8: Shape It

Give the bag a little hug to “shape it” into the assigned shape. Defined Styling page shows what the correct side shape looks like.



INCORRECT - TOO WIDE



## HELPFUL HINTS:

- o You may need to use one hand to move paper around inside the bag or into a corner while using the other hand on the outside to help “shape” the bag correctly.
- o Some styles arrive with a folded or creased base may need to be folded the opposite direction so that the bag will sit evenly.
- o From a side view, most styles should not be wider than their base.

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## FINAL: Inspect

Look at the bag from all sides. Is it the proper shape from a side view?  
Are all corners filled out? Does it sit balanced on flat surface?

