

# Visual Merchandising Guidelines

# Best Practices

## Stuffing & Styling

Product should be properly stuffed with tissue paper. Ensure product holds the intended shape. Look at it from all angles. Stuffing should not be overflowing or visible coming out of the top of the bag.



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1

### Remove

Remove and discard all plastic, paper and shipping materials

2

### Shape

Push out all corners and creases to open up the bag.

3

### Stuff

Loosely stuff with paper, pushing into corners, starting from the bottom up.

4

### Tuck

Tuck all hangtags inside the bag or pocket.

5

### Close

Close all zippers, toggles, buttons and ensure no paper is sticking out.

6

### Style

Style straps or handles to fall on the outside of the bag, or folded on top.

# Best Practices

1



Group product together by layering different styles. Overlap without obstructing the view of the product. Multiple styles should follow a triangle formation.

2



Utilize props to add interest, showcase strap features, or neatly feature multiple styles. Use the tray inserts to prop up smaller styles so they can be easily visible.

3



Showcasing style features informs customers and encourages style engagement. Open up styles like the Travel Pill Case to show interior features or use hooks to show straps.

4



Create a color run on the shelf by facing the styles sideways or folded. Show patterns and solids that coordinate with the cabinet's color story.

5



Hanging styles should have the same strap length so that styles are tidy. Do not stuff larger hanging styles.

6



Use acrylic bins to hold inventory of smaller styles or trays to hold larger accessories like cosmetics or small crossbodies.

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## Best Practices



### Feature Tables/Shelves

Do not over-crowd tables with too much product. Do not place product on the table unstuffed. Leave enough space between styles. Use trays or acrylic bins to hold additional inventory. Keep table signs minimal, featuring 1 - 2 signs.

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# Best Practices



## Dressmaker Forms:

Do not over-crowd with multiple styles. Position hands naturally or around the product.



## Cabinet Shelves:

Do not over stack product so that it is difficult to shop. Stacked product should not touch the bottom of the next shelf.



## Crossbodies:

Ensure all crossbody straps are at the same length when hanging inventory on a floor stand or hang bar.

## Floor Stands:

Floor stands are not ideal for larger styles like the Large Duffel, but they can be used to highlight the style. Ensure straps are styled the same on the bar for consistency.

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# Make a Statement



Group product together by layering different styles. Overlap without obstructing the view of the product. Multiple styles should follow a triangle formation.

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# Make a Statement

Use the best practices previously mentioned to merchandise your shelves. Create color stories by mixing patterns and solids. Apply the triangle method throughout. Use these as inspiration to match or display something similar, use what you have.



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# Inventory Solutions

Create a vignette, or story moments on top shelves, if space allows.

Group styles together, alternate colors and patterns.

With larger items like a duffel, you can stuff one and display the rest folded vertically to one side or stacked.

Use props, bins, acrylics to help you merchandise when possible. Make it shoppable and styled.



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