

fall 2012
corporate product guide



Vera Bradley

The Vera Bradley Story

More than 30 years ago, Barbara Bradley Baekgaard and Patricia R. Miller took a moment's inspiration and turned it into the American dream ... Vera Bradley. Named after Barbara's mother, our company creates stylish and functional **handbags, luggage, accessories and travel items**, combining smart product designs with distinctive, original fabrics and trims.

Demand for our colorful creations has steadily grown through the years, inspiring additional avenues of Vera Bradley products, including our Eyewear Collection of sunglasses and readers, and our inventive and cheerful Paper & Gift Collection.



Fall 2012 » COLOR AVAILABILITY
Colors available July 10 – August 30

New! **Indigo Pop**

It's great to get the blues with this denim-inspired color trend! So effortlessly wearable, its jeans-and-sweater attitude – livened with indigo, lime, periwinkle, turquoise and violet – makes a relaxed statement. The free-flowering graphic motif keeps it girly, while a complementary confetti-shower inside keeps the party going!



New! **Va Va Bloom**

Talk about Flower Power! Vibrant, artistic splashes of fuchsia, tangerine, tart lemon and grassy greens give this free-spirited print its true bohemian spirit. Oversized mums and daisies sway and play on a deep green field, while whimsical vines of pinks and greens climb sunward on the lining.



Summer Cottage #125
(Summer 2012)



Lime's Up #123
(Summer 2012)



Camellia #118
(Spring 2012)



Suzani #115
(Winter 2011)

New! **Provençal** (pro-ven-sal)

Sun-filled Provence, France – with its vivid, folkloric beauty – inspires this gypsy-charmed floral delight. Spiced orange, golden saffron and brick red swirl to their own rhythms across an earthy mustard background and over the detailed foulard design inside. Olive green and teal lend their romantic touches.



Va Va Bloom #127
(Fall 2012)



Indigo Pop #126
(Fall 2012)



Lime's Up #123
(Summer 2012)



Camellia #118
(Spring 2012)



Suzani #115
(Winter 2011)

Vera Bradley

Gift Sets



The Day Tripper #12007

Shown in Indigo Pop

- On the Go #12469
- Zip-Around Wallet #10112
- SET PRICE \$109**



The Long Weekend #12009

Shown in Va Va Bloom

- Double Eye #10872
- New! Mini Hipster #12468
- Euro Wallet #10874
- Large Cosmetic #10108
- New! Weekender #12479
- SET PRICE \$232**

The Commuter #12005

Shown in Priscilla Pink

- Tote #10449
- Lunch Date #11885
- All in One Wristlet #10489
- SET PRICE \$119**



The Jet Setter #12008

Shown in Lime's Up

- Large Duffel #10139
- Hanging Organizer #11026
- Medium Cosmetic #10385
- SET PRICE \$159**



The Globetrotter #12010

Shown in Provençal

- Garment Bag #10618
- New! Weekender #12479
- Brush & Pencil #12168
- Hipster #11262
- Hatbox Cosmetic #11999
- SET PRICE \$365**

Handbags – Shoulder



Eloise
#11449
13 ¼" x 9 ¾" x 4 ½"
9 ½" strap drop
kisslock closure
suggested retail \$75
S



Frame Bag
#12299
13" x 10" x 4"
9" strap drop
hidden magnetic closure
suggested retail \$94
S



Mandy
#11450
12" x 9 ¾" x 4 ¾"
11" strap drop
zip closure
suggested retail \$70
M

Handbags – Crossbody



Hipster
#11262
11" x 11" x 1 ¾"
52" adjustable strap
zip closure
suggested retail \$60
M



NEW! July 10
Mini Hipster
#12468
6" x 7 ½" x ¾"
53" adjustable strap
magnetic snap and zip
closure
suggested retail \$50
M



NEW! July 10
On the Go
#12469
11 ½" x 8 ½" x 4 ¼"
53" adjustable strap
zip closure
suggested retail \$70
M

Totes



Tote
#10449
11 ¼" x 13 ½" x 4"
12 ½" strap drop
toggle closure
suggested retail \$49
M



Vera
#10096
19 ¼" x 14 ¾" x 6 ¼"
11" strap drop
toggle closure
suggested retail \$86
M

Specialty



Baby Bag
#10619
16" x 11 ¾" x 5 ½"
12" strap drop
26" x 14" changing pad
zip closure
suggested retail \$99
M



Lunch Date
#11885
9 ½" x 7" x 6 ½"
3" handle drop
zip closure
suggested retail \$34
S

Tech



E-Reader Sleeve
#11485
6 ¼" x 8 ½" x ¾"
zip closure
suggested retail \$34
M



Laptop Sleeve
#11484
14" x 10 ¾" x 1"
zip closure
suggested retail \$38
M



Mini Laptop Case
#10962
11 ½" x 8" x 2"
48" removable strap
zip closure
suggested retail \$54
S



Tablet Sleeve
#12038
8" x 10 ¼" x ¾"
zip closure
suggested retail \$38
M



Tech Case
#10490
5" x 3 1/4" x 1/2"
6" removable wrist strap
zip closure
suggested retail \$25
M



Zip-Around Wallet
#10112
7 1/2" x 4 3/4"
6" wrist strap
zip closure
suggested retail \$39
S

Accessories – Wallets

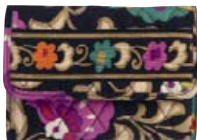
Accessories – Wristlets



Coin Purse
#10136
5 1/4" x 4"
zip closure
suggested retail \$14
M



All in One Wristlet
#10489
3" x 5 1/4" x 3/4"
6" wrist strap
zip closure
suggested retail \$36
M



Euro Wallet
#10874
5 1/2" x 4 1/4"
snap closure
suggested retail \$32
S



NEW! July 10
Smartphone Wristlet
#12423
5 1/2" x 3 1/4" x 2"
6" wrist strap
magnetic snap closure and zip
suggested retail \$49
S



Turn Lock Wallet
#10913
7 3/4" x 4 3/4"
turn lock and zip closure
suggested retail \$49
S



Wristlet
#12180
7 1/4" x 4" x 1"
6" wrist strap
zip closure
suggested retail \$34
M

Accessories – ID/Keychains



NEW! July 10
Breakaway Lanyard
 #12476
 18 ½" x ½"
 suggested retail \$16
 (W)



Zip ID Case
 #10125
 5" x 3"
 zip closure
 suggested retail \$12
 (M)

Accessories – Cosmetics



Brush & Pencil
 #12168
 9" x 3" x 2"
 zip closure
 suggested retail \$26
 (M)



Medium Cosmetic
 #10385
 8" x 4 ¼" x 2 ¼"
 zip closure
 suggested retail \$26
 (M)



Large Cosmetic
 #10108
 10" x 6 ¼" x 3 ¼"
 zip closure
 suggested retail \$30
 (M)



Hatbox Cosmetic
 #11999
 7 ¼" x 7" x 3 ½"
 zip closure
 suggested retail \$46
 (S)

Accessories – Eyewear Cases



Double Eye
 #10872
 4" x 7 ¼"
 suggested retail \$22
 (M)

Travel – Accessories



Hanging Organizer
 #11026
 11 ½" x 29 ¼" x 2 ½"
 tie closure
 suggested retail \$48
 (M)



Luggage Tag
 #11605
 4 1/2" x 2 3/4"
 suggested retail \$12
 (W)



Umbrella
 #12292
 11" closed
 suggested retail \$34
 (W)

Travel – Bags



Large Duffel
 #10139
 22" x 11 1/2" x 11 1/2"
 15" strap drop
 zip closure
 suggested retail \$85
 (M)



Garment Bag
 #10618
 23" x 43 1/2"
 45 1/2" removable strap
 zip closure
 suggested retail \$135
 (M)



Weekender
 #10445
 18 1/2" x 12 1/2" x 8 1/2"
 6 1/2" handle drop
 48 1/2" removable strap
 zip closure
 suggested retail \$94
 (M)



NEW! August 30
Weekender
 #12479
 18 1/2" x 12 1/2" x 8"
 6 1/2" handle drop
 48 1/2" adjustable, removable
 strap
 zip closure
 suggested retail \$98
 (M)



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