

spring 2012
corporate product guide



Vera Bradley



The Vera Bradley Story

More than 28 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.

We cordially invite you to view all of our collections at verabradley.com.

Camellia

Evoking all the romance of a 19th-century garden, these soulful camellia blossoms offer a harmonious anthem of soft white, dusty taupe and shades of graphite gray. A wreath of laurel leaves bands the trim and repeats in the circular lining design.



Island Blooms

Reflected in a crystal-clear aqua lagoon, intoxicating white blossoms and tropical chartreuse foliage recall a lively floral painting by Gauguin. Inside, a surprisingly modernist design blends beautifully, proving there's a tropic hideaway anywhere you look. Paradise Found!



Ellie Blue

Like the colors of a faraway marketplace, shades of indigo blue set the stage for papyrus white, golden saffron and a touch of blue-gray. Inside and out, the Eastern-inspired paisley motif is charmingly highlighted by majestic and lucky white elephants.



Rosy Posies

An eye-catching combination of petite paisleys and oversized florals for the modern-day gypsy. Layers of colors from burgundy to berry, coral to cream and lemon drop set a happy pace for the optimistic traveler in all of us!





Our Bowler has a whole new look!



Bowler #12175

SUGGESTED RETAIL PRICE \$85

14 1/2" x 10 1/4" x 5" with 9 1/2" strap drop

- Zip-around closure and gusseted sides allow maximum accessibility
- Inside, one zip and six slip pockets
- Two deep slip pockets on front and a zip pocket on back
- Rolled handles

Laura #12167

SUGGESTED RETAIL PRICE \$60

10 3/4" x 13" x 5" with 11 1/2" strap drop

- Simple cinching gives this tote a shapely silhouette
- Inside, a zip and four slip pockets, plus zip and slip pockets on the front
- Magnetic snap closure

NEW RELEASES: SIGNATURE



Abby #12177

SUGGESTED RETAIL PRICE \$68

13" x 8 1/4" x 4" with 3" handle drop

- Smooth styling boasts end slip pockets and a hidden, recessed zip closure
- Handle shape makes Abby ideal for carrying on the wrist
- Inside, one zip and three slip pockets

Tablet Sleeve #12038

SUGGESTED RETAIL PRICE \$38

8" x 10 1/4" x 1"

- The most colorful way to store your tablet!
- Convenient L-opening makes it easily accessible
- Padded with lightweight, protective foam for safe portability
- Inside pocket with name card
- Accommodates most tablets



Tune In #12040

SUGGESTED RETAIL PRICE \$16

4" x 2 1/2" x 3/4"

- The earbud organizer with volumes of style!
- Earbuds wrap around a pull-out bobbin
- Designed to hold most smaller mp3 players
- Zip-around closure



Two gusseted zip pockets hold phone, keys or cash

Strap Wallet #12179

SUGGESTED RETAIL PRICE \$48

7 1/2" x 4 3/4" with 54" removable strap

- Wallet by day, crossbody by night!
- Long, detachable strap converts this cute, pleated wallet into a sophisticated crossbody
- Inside, three slip pockets, 12 card pockets and an ID window
- Magnetic snap closure
- Two outside zip pockets are great for phone and coins



NEW RELEASES: SIGNATURE



Wristlet #12180

SUGGESTED RETAIL PRICE \$32

7 1/4" x 4" x 1" with 6" wrist strap

- Gusseted interior stays slim when needed, and expands to fit all the essentials
- Inside, a zipper and four card pockets
- Wristlet strap turns it into a small handbag
- Top-zip closure

Updated shape holds more than before!



Brush & Pencil #12168

SUGGESTED RETAIL PRICE \$25

9" x 3" x 2"

- New triangular silhouette holds more essentials!
- Holds makeup brushes, hair clips, pencils, markers and more
- Taffeta lined for easy cleaning

New triangular design!



NEW RELEASES: SIGNATURE



Essentials Cosmetic #12182

SUGGESTED RETAIL PRICE \$38

9" x 6¼" x 1½"

- The cosmetic that folds up and stores away!
- A tie closure provides plenty of growing room and is great for hanging it in the bathroom
- Inside, three lined zip compartments for makeup, lotions, jewelry and more



Business Card Cutie #12132

SUGGESTED RETAIL PRICE \$18

4¼" x 3" x ¾"

- Be colorful and professional with this card keeper!
- A divided, gusseted interior stores business cards on one side and credit cards on the other
- Zip-around closure
- Available in our four new spring colors



Compact Mirror #12186

SUGGESTED RETAIL PRICE \$14

Pack of 8

3½" x ½"

- Round mirror swings out of its protective case
- Cut out side for easy mirror access
- Laminated cotton makes it easy to clean
- Available in our four new spring colors

NEW RELEASES: SIGNATURE



Small Folio #12137

SUGGESTED RETAIL PRICE \$32
8 1/4" x 5 1/2"

- Organization has just become more colorful!
- Five divided pockets hold plenty of coupons, receipts, photos and more
- Includes perforated compartment labels
- Magnetic snap flap closure
- Available in our four new spring colors



{ Checkpoint friendly! }



Large Folio #12134

SUGGESTED RETAIL PRICE \$40
12" x 9 1/4"

- The portable paper keeper!
- Five divided pockets hold many important documents
- Includes perforated compartment labels
- Magnetic snap flap closure
- Available in our four new spring colors



Laptop Travel Tote #12138

SUGGESTED RETAIL PRICE \$85
Patent Pending
11 1/4" x 14 3/4" x 3" with 12" strap drop

- "Fly" through airport security with this slim traveler!
- A divided interior has a padded laptop sleeve on one side and a zip-top section on the other
- Sides unzip, dividing the tote in half for quick and easy security inspection
- Easy-access zipper on side locks into place
- Available in our four new spring colors

NEW RELEASES: SIGNATURE



Magnifier #12136

SUGGESTED RETAIL PRICE \$14
3 1/4" x 3 1/4" x 1/2"

- Pocket-sized magnifier goes where you go
- Cut out corner pivots for easy lens access
- Laminated cotton makes this easy to wipe clean
- Available in our four new spring colors



Phone Wristlet #12133

SUGGESTED RETAIL PRICE \$34
4 3/4" x 3 3/4" x 1/2" with 6" removable wrist strap

- Unique wristlet houses a special tabbed compartment for a smartphone (Includes insert to highlight this feature)
- Two card pockets, ID window and a slip pocket
- Magnetic flap closure
- Available in our four new spring colors



NEW RELEASES: SIGNATURE

Pull on the tab, and the phone pops up for quick access!



Phone Case #12139

SUGGESTED RETAIL PRICE \$25
3" x 4 3/4" x 3/4"

- A magnetic snap closure keeps phone safely stored
- Convenient clip on back attaches to a bag, belt and more
- Fits most cellular phones
- Packaged with insert to highlight quick phone access
- Available in our four new spring colors



Earbuds thread through for tunes on the go!



Stay Tuned #12135

SUGGESTED RETAIL PRICE \$25
3 1/2" x 6"

- Case fits most smartphones and mp3 players
- L-zip opening for easy access
- Convenient clip attaches to bag, belt loop and more
- Packaged with insert to highlight earbud access feature
- Available in our four new spring colors



Vera Bradley

Gift Sets



The Day Tripper #12007

Shown in Camellia

- Saddle Up #10813
 - Zip Around Wallet #10112
- Set Price \$107**



The Commuter #12005

Shown in Rosy Posies

- Tote #10449
 - Lunch Date #11885
 - All in One Wristlet #10489
- Set Price \$117**

The Long Weekend #12009

Shown in Island Blooms

- Double Eye #10872
 - Mini Hipster #10334
 - Euro Wallet #10874
 - Large Cosmetic #10108
 - Weekender #10445
- Set Price \$217**



The Jet Setter #12008

Shown in Ellie Blue

- Large Duffel #10139
 - Hanging Organizer #11026
 - Medium Cosmetic #10385
- Set Price \$158**



The Globetrotter #12010

Shown in Suzani

- Garment Bag #10618
 - Weekender #10445
 - Brush & Pencil #10109
 - Hipster #11262
 - Hatbox Cosmetic #11999
- Set Price \$359**





Camellia #118
(Spring 2012)



Rhythm & Blues #113
(Winter 2011)



Mocha Rouge #110
(Fall 2011)



Deco Daisy #106
(Summer 2011)



Blue Lagoon #104
(Spring 2011)



Baroque #069
(Winter 2010)



Ellie Blue #119
(Spring 2012)



 Tea Garden #114
(Winter 2011)



Happy Snails #111
(Fall 2011)



Watercolor #107
(Summer 2011)



Folkloric #105
(Spring 2011)



Very Berry Paisley #063
(Fall 2010)



Island Blooms #120
(Spring 2012)



Suzani #115
(Winter 2011)



Safari Sunset #112
(Fall 2011)



Viva la Vera #109
(Summer 2011)



Lemon Parfait #108
(Spring 2011)



Rosy Posies #121
(Spring 2012)



Floral Nightingale #116
(Winter 2011)



Plum Petals #117
(Fall 2011)



Boysenberry #102
(Spring 2011)

 10% of Vera Bradley's net proceeds from the sale of products in Tea Garden will be donated to the Vera Bradley Foundation for Breast Cancer and other breast cancer projects and services. verabradley.org

To allow for an even greater range of product styles, color availability may vary from item to item in our Signature Collection. Please reference your order forms for available colors in each style.

Signature Handbags
Shoulder



100 Handbag
#11811
11 1/4" x 6" x 5 1/2"
12" strap drop
suggested retail \$52
M



NEW! Bowler
#12175
14 1/2" x 10 1/4" x 5"
9 1/2" strap drop
suggested retail \$85
M



Chain Bag
#11810
13" x 8 1/2" x 5"
7" strap drop
34 3/4" detachable chain strap
suggested retail \$78
S



Eloise
#11449
13 1/4" x 9 3/4" x 4 1/2"
9 1/2" strap drop
suggested retail \$74
S



NEW! Laura
#12167
10 3/4" x 13" x 5"
11 1/2" strap drop
suggested retail \$60
M



Little Mandy
#12002
10 1/2" x 8" x 3 3/4"
10" strap drop
suggested retail \$59
M



Mandy
#11450
12" x 9 3/4" x 4 3/4"
11" strap drop
suggested retail \$68
M



Quick Draw
#11602
9 1/2" x 13" x 5 1/4"
52" adjustable strap
suggested retail \$78
S



Side by Side
#11264
18" x 11 1/2" x 5 1/2"
10 1/2" strap drop
suggested retail \$68
M



Sophie
#11607
9" x 5 3/4" x 3 1/2"
9" strap drop
suggested retail \$44
M



Squared Away
#11281
15 1/4" x 9 3/4" x 4 1/2"
12" strap drop
suggested retail \$68
M

Signature Handbags
Crossbody



Frannie
#11022
9 1/2" x 5 1/4" x 3"
50 1/2" adjustable strap
suggested retail \$29
M



Hipster
#11262
11" x 11" x 1 3/4"
52" adjustable strap
suggested retail \$59
M



Lizzy
#11451
9 1/4" x 7"
58" adjustable strap
suggested retail \$46
M



Mini Hipster
#10334
6" x 8" x 1/2"
59 1/4" adjustable strap
suggested retail \$45
M



On The Go
#10076
11" x 8 3/4" x 4 1/4"
41" adjustable strap
suggested retail \$65
M



Rachel
#11448
8 3/4" x 6 3/4" x 3"
57" adjustable strap
suggested retail \$54
S



Saddle Up
#10813
14" x 9 3/4" x 4"
50" adjustable strap
suggested retail \$68
M

Signature Handbags
Handheld



New! Abby
#12177
13" x 8 1/4" x 4"
3" handle drop
suggested retail \$68
S



Caitlyn
#11384
7 3/4" x 4" x 2 1/4"
2" handle drop
suggested retail \$22
M

Signature
Totes



East West Tote
#11883
18" x 11 1/4" x 3 3/4"
11" strap drop
suggested retail \$52
M



Go Round Tote
#11882
13 1/4" x 14 1/4" x 4 1/4"
10 1/2" strap drop
suggested retail \$84
M



Perfect Pocket Tote
#11352
12" x 14 1/2" x 3"
10 1/2" strap drop
suggested retail \$62
M



Pleated Tote
#10812
14 3/4" x 14" x 5 1/4"
10 1/2" strap drop
suggested retail \$80
M



Tote
#10449
11 3/4" x 13 1/2" x 4"
12 1/2" strap drop
suggested retail \$49
M



Vera
#10096
19 1/4" x 14 3/4" x 6 1/4"
11" strap drop
suggested retail \$80
M



Villager
#10326
16" x 12 1/4" x 4"
11 3/4" strap drop
suggested retail \$72
M

Signature Specialty



Attaché
#11886
14 1/2" x 11" x 4"
3 1/2" handle drop
52 1/2" adjustable, removable strap
suggested retail \$88
S



Baby Bag
#10619
16" x 11 3/4" x 5 1/2"
12" strap drop
26" x 14" changing pad
suggested retail \$99
M



Backpack
#10620
9 3/4" x 12 1/2" x 4 1/4"
31 1/4" adjustable straps
suggested retail \$88
M



E-Reader Sleeve
#11485
6 1/4" x 8 1/2" x 3/4"
suggested retail \$34
M



Good Book Cover
#12003
10 1/4" x 7 1/2" x 2"
suggested retail \$32
M



Laptop Backpack
#11265
11 1/2" x 15 3/4" x 7"
28 1/2" adjustable straps
suggested retail \$99
H



Laptop Portfolio
#10611
17" x 12" x 2 1/2"
3 1/2" handle drop
48" removable strap
suggested retail \$82
S



Laptop Sleeve
#11484
14" x 10 3/4" x 1"
suggested retail \$38
M



17" Laptop Sleeve
#11884
17" x 11 3/4" x 1"
suggested retail \$45
M



Lunch Date
#11885
9 1/2" x 7" x 6 1/2"
3" handle drop
suggested retail \$34
S



Metropolitan
#11266
14 3/4" x 12" x 6"
53" removable strap
suggested retail \$99
H



Mini Laptop Case
#10962
11 1/2" x 8" x 2"
48" removable strap
suggested retail \$52
S



New! Tablet Sleeve
#12038
8" x 10 1/4" x 3/4"
suggested retail \$38
M



New! Tune In
#12040
4" x 2 1/2" x 3/4"
suggested retail \$16
S

Signature Accessories Wallets



Accordion Wallet
#11887
7 3/4" x 4 1/2" x 1"
suggested retail \$46
S



Clutch Wallet
#10444
8 1/2" x 4 1/2" x 3/4"
suggested retail \$44
S



Double Kiss
#11268
5 1/2" x 3 3/4" x 2"
suggested retail \$26
S



Euro Wallet
#10874
5 1/2" x 4 1/4"
suggested retail \$29
S



Gallery Wallet
#11482
8 1/4" x 4"
suggested retail \$44
S



Snappy Wallet
#12001
5 1/2" x 4 1/4"
suggested retail \$30
S



new! Strap Wallet
#12179
7 1/2" x 4 3/4"
54" removable strap
suggested retail \$48
S



Turn Lock Wallet
#10913
7 3/4" x 4 3/4"
suggested retail \$46
S



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

Signature Accessories Wristlets



All in One Wristlet
#10489
3" x 5 1/4" x 3/4"
6" wrist strap
suggested retail \$34
M



Carry It All Wristlet
#11483
3 1/4" x 5 1/2" x 3/4"
6" wrist strap
suggested retail \$42
M



New! Wristlet
#12180
7 1/4" x 4" x 1"
6" wrist strap
suggested retail \$32
M

Signature Accessories ID



Clip Zip ID
#10336
5 1/2" x 3 1/4"
suggested retail \$12
M



Zip ID Case
#10125
5" x 3"
suggested retail \$12
M

Signature Accessories Keychains



Chain Lanyard
#11888
38" total length
suggested retail \$15
S



Lanyard
#10887
18 1/2" x 1/2" neck strap
(pack of 6)
suggested retail \$12 each
W



Loop Keychain
#11682
1 1/4" x 3 1/2"
suggested retail \$16
W

Signature Accessories Specialty



Checkbook Cover
#10111
6 3/4" x 3 1/2"
suggested retail \$19
M



Coin and Key
#11603
6" x 3 1/4"
suggested retail \$20
S



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



Contact Case
#11497
2 3/4" x 1 1/4" x 2 1/4"
suggested retail \$18
S



Passport Cover
#11604
4 1/2" x 5 3/4"
suggested retail \$28
S



Slim Case
#11498
6 3/4" x 1 3/4" x 1 1/4"
suggested retail \$18
S



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

Signature Accessories
Cosmetics



NEW! Brush & Pencil
#12168
9" x 3" x 2"
suggested retail \$25
M



Small Cosmetic
#10107
7" x 4" x 1 1/4"
suggested retail \$22
M



Medium Cosmetic
#10385
8" x 4 1/4" x 2 1/4"
suggested retail \$25
M



Large Cosmetic
#10108
10" x 6 1/4" x 3 1/4"
suggested retail \$29
M



NEW! Essentials Cosmetic
#12182
9" x 6 1/4" x 1 1/2"
suggested retail \$38
M



Hatbox Cosmetic
#11999
7 1/4" x 7" x 3 1/2"
suggested retail \$46
S

Signature Accessories
Eyewear Cases



Double Eye
#10872
4" x 7 1/4"
suggested retail \$20
M



Hard Eyeglass Case
#10123
6" x 2 3/4" x 1"
suggested retail \$20
S



Hard Sunglass Case
#11025
6 1/2" x 3" x 3"
suggested retail \$22
S

Signature Travel
Accessories



Curling Iron Cover
#10106
4 1/2" x 12 1/2"
suggested retail \$20
M



Ditty Bag
#10132
8 1/2" x 13 1/2"
suggested retail \$28
M



Hanging Organizer
#11026
11 1/2" x 29 1/4" x 2 1/2"
suggested retail \$48
M



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



Mini Hanging Organizer
#11496
7" x 5 1/2" x 2 1/2"
suggested retail \$35
M



Umbrella
#11495
11" closed
suggested retail \$32
W

Signature Travel
Bags



Small Duffel
#10138
18 3/4" x 8 1/4" x 8 1/2"
15" strap drop
suggested retail \$69
M



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



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



Get Carried Away Tote
#11024
18 1/4" x 15 1/2" x 7 1/2"
12 1/2" strap drop
suggested retail \$92
M



Grand Traveler
#11889
21" x 14 1/2" x 9 1/2"
7" strap drop
52 1/2" removable strap
suggested retail \$118
M



Miller Bag
#10141
24" x 13 1/2" x 8"
13" strap drop
suggested retail \$85
M



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

Signature Home



Napkin
#10144
20 1/2" x 20 1/2"
suggested retail \$6
M



Placemat
#10143
19" x 13 1/2"
suggested retail \$12
M

Getting Organized



NEW! Business Card Cutie
#12132
4 1/4" x 3" x 3/4"
suggested retail \$18
S



NEW! Compact Mirror
#12186
(pack of 8)
3 1/2" x 1 1/2"
suggested retail \$14
W



NEW! Small Folio
#12137
8 1/4" x 5 1/2"
suggested retail \$32
S



NEW! Large Folio
#12134
12" x 9 1/4"
suggested retail \$40
S



NEW! Laptop Travel Tote
#12138
11 1/4" x 14 3/4" x 3"
12" strap drop
suggested retail \$85
S



NEW! Magnifier
#12136
3 1/4" x 3 1/4" x 1/2"
suggested retail \$14
W



NEW! Phone Case
#12139
3" x 4 3/4" x 3/4"
suggested retail \$25
S



NEW! Phone Wristlet
#12133
4 3/4" x 3 3/4" x 1/2"
6" removable wrist strap
suggested retail \$34
S



NEW! Stay Tuned
#12135
3 1/2" x 6"
suggested retail \$25
M

Vera Vera



Backpack
#11860
10 1/2" x 13" x 4 1/4"
32 1/4" adjustable straps
suggested retail \$105
S



Bowler Baby Bag
#11862
18" x 11 1/4" x 7 1/4"
11" strap drop
suggested retail \$125
S



Flap All in One
#11849
5 1/4" x 3 3/4" x 1 1/4"
6" removable wrist strap
suggested retail \$40
S



Laptop Attaché
#11853
17" x 11 1/2" x 5 1/4"
1 3/4" handle drop
45" removable, adjustable strap
suggested retail \$120
S



Large Tab Wallet
#11851
7 3/4" x 4 1/4"
suggested retail \$48
S



Overnighter
#11852
20 1/4" x 14" x 9"
9" strap drop
55 1/4" removable, adjustable strap
suggested retail \$140
S





Pushlock Crossbody
#11854
10 3/4" x 8 1/2" x 1 1/2"
52" adjustable strap
suggested retail \$70
S

Rolling Luggage Signature



28" Expandable Upright
#11533
28" x 18" x 11 1/2"
+ 2 1/2" exp.
suggested retail \$320
   



27" Spinner
#11532
27" x 18 1/2" x 12 1/2"
suggested retail \$340
 



22" Expandable Upright
#11534
22" x 14" x 9"
+ 2 1/2" exp.
suggested retail \$280



22" Roll Along Duffel
#11535
12 1/4" x 22" x 10 1/4"
suggested retail \$220



22" Spinner
#11857
13 1/4" x 21 1/2" x 10 1/2"
suggested retail \$300



17" Roll Along Tote
#11536
17" x 14" x 7 1/2"
suggested retail \$220



New! Companion Attaché
#12158
12" x 17" x 5"
10 1/2" strap drop
suggested retail \$172



New! Travel Overnighter
#12156
20" x 14" x 9"
5 1/2" handle drop
52" removable, adjustable
shoulder strap
suggested retail \$182



Rolling Luggage Vera Vera



28" Expandable Upright
#11538
28" x 18 1/4" x 11"
+ 2 1/2" exp.
suggested retail \$320



27" Spinner
#11537
27" x 18 1/2" x 11"
suggested retail \$340



22" Expandable Upright
#11539
22" x 14" x 8 1/2"
+ 2 1/2" exp.
suggested retail \$280



22" Roll Along Duffel
#11540
12 1/4" x 22" x 10 1/4"
suggested retail \$220



22" Spinner
#11858
13 1/4" x 21 1/2" x 9"
suggested retail \$300



17" Roll Along Tote
#11541
17" x 14" x 7 1/2"
suggested retail \$220



Companion Attaché
#11542
12" x 17" x 5"
10 1/2" strap drop
suggested retail \$172



New! Travel Overnighter
#12159
20" x 14" x 9"
5 1/2" handle drop
52" removable, adjustable
shoulder strap
suggested retail \$182



