

Vera Bradley Partners With DISNEY Theme Park Merchandise™ to Create a Custom Limited-Edition Pattern

September 5, 2018

FORT WAYNE, Ind. and LAKE BUENA VISTA, Fla., Sept. 05, 2018 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (NASDAQ: VRA), the women's fashion and lifestyle brand, has partnered with DISNEY Theme Park Merchandise™ to create a limited-edition novelty pattern called *Mickey's Paisley Celebration*, which will launch on September 6, 2018.

Created through Vera Bradley's design lens rich in a history of prints, *Mickey's Paisley Celebration* sprinkles full-body images of Mickey and Minnie Mouse with special theme park elements, including Disney's iconic castle, throughout colorful variations of playful paisley backgrounds.

"Vera Bradley and DISNEY are aligned in always wanting to provide a cheerful and memorable customer experience," noted Rob Wallstrom, CEO of Vera Bradley. "We are thrilled to offer Vera Bradley and DISNEY enthusiasts this limited-edition *Mickey's Paisley Celebration* pattern."

Mickey's Paisley Celebration will officially launch with a special in-store event hosted at Vera Bradley's *Disney Springs*® retail location by none other than Vera Bradley's Co-Founder, Barbara Bradley Baekgaard, on Thursday, September 6. Guests will experience interactive photo moments and autograph sessions while enjoying DISNEY-inspired sips and sweets along with complimentary monogramming of their new *Mickey's Paisley Celebration* style.

George Kalogridis, President of Walt Disney World® Resort commented, "Vera Bradley is a great partner to celebrate our most cherished DISNEY family member, Mickey Mouse. Both Vera Bradley and DISNEY customers will love and appreciate the beauty, color and fun derived from every thoughtful Disney Park-themed Vera Bradley style. The spirit of the brand beautifully complements the DISNEY experience that we strive to deliver to our guests every day."

The limited-edition pattern will ONLY be available at Vera Bradley's *Disney Springs*® location. *Mickey's Paisley Celebration* collection will feature eleven bag and accessory items with prices ranging from \$14 to \$128. For more updates on Vera Bradley, follow the brand at @VeraBradley and on Twitter and Instagram.

ABOUT VERA BRADLEY, INC.

Vera Bradley is a leading designer of women's handbags, luggage and travel items, fashion and home accessories and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's innovative designs, iconic patterns and brilliant colors continue to inspire and connect women unlike any other brand in the global marketplace. The Company's commitment to bringing more beauty into women's lives includes its dedication to breast cancer research through the Vera Bradley Foundation for Breast Cancer in which they have raised over \$30 million to date. For more information about Vera Bradley, visit www.verabradley.com.

ABOUT DISNEY SPRINGS™

Disney Springs® is a one-of-a-kind retail, dining and entertainment district located in the heart of the Walt Disney World Resort in Florida. With its namesake springs, beautiful open-air promenades and lakefront setting, *Disney Springs*® evokes the charm of Florida waterfront towns at the turn of the 20th century. It's also home to a collection of more than 150 shops and restaurants, including top-name retail brands, specialty boutiques and dining experiences created by celebrity and award-winning chefs. Located in Lake Buena Vista, Fla., *Disney Springs*® is open daily.

VERA BRADLEY PRESS CONTACT

Avrielle Gallipoli
Lividini & Co.
avrielle@lividini.com

 VB_Logo_Black[1].jpg

Source: Vera Bradley, Inc.