



Vera Bradley

July 26, 2017

## **Vera Bradley Launches First Bedding Collection with Virtual Reality In-Store Experience**

FORT WAYNE, Ind., July 26, 2017 (GLOBE NEWSWIRE) -- Vera Bradley (NASDAQ:VRA) announced today the launch of its first Bedding Collection, which will officially debut on July 27, 2017. The collection will offer beautiful and extraordinarily crafted bedding pieces using high-quality materials and trims.

"Launching our first Bedding Collection is such an exciting step for Vera Bradley," said Barbara Bradley Baekgaard, Co-Founder and Chief Creative Officer of Vera Bradley. "Creating a beautiful and comfortable home that expresses one's personality and lifestyle has always been a passion of mine. The patterns and pieces offered in our new collection will add a gorgeous and creative touch to any home."

The Bedding Collection will kick-off with an intimate press unveiling today, Wednesday, July 26 at the Vera Bradley Flagship store located in SoHo. Presented for the first time, in partnership with Obsess VR and Daydream by Google, Vera Bradley will host a state of the art Virtual Reality demonstration that will introduce customers to an exciting new way to shop. This innovative experience also will be available in ten Vera Bradley stores across the country.

"Creating an innovative customer experience is a top priority for Vera Bradley. Our partnership with Obsess VR is the first of many that will revolutionize and modernize in-store shopping. We're delighted to bring this experiential high-tech platform to our consumer," said Robert Wallstrom, CEO of Vera Bradley.

The line will feature intricate design details in complementary colors and patterns with each containing a combination and variety of vibrant pinks, soothing blues and neutral grays. Vera Bradley's new lifestyle addition will allow customers to brighten their home with a fun and sophisticated mix of prints and finishes.

Vera Bradley's Bedding Collection will include a variety of comforters, quilts, coverlets and pillows, all of which are created in Vera Bradley's signature cotton fabrication and range in price from \$29.99 - \$179.99. The collection will be available as a pop up shop in Vera Bradley's Flagship SoHo in New York City for a limited time from Thursday, July 27<sup>th</sup> through Wednesday, August 23<sup>rd</sup>. Additionally, the collection will remain available in select Bed, Bath & Beyond and Bon Ton retail locations and on [verabradley.com](http://verabradley.com).

### **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 \$28 million to date. For more information about Vera Bradley (Nasdaq:VRA), visit [www.verabradley.com/mediaroom](http://www.verabradley.com/mediaroom).

### **Websites**

[www.VeraBradley.com](http://www.VeraBradley.com)

### **Vera Bradley Safe Harbor Statement**

Certain statements in this release are "forward-looking statements" made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements reflect the Company's current expectations or beliefs concerning future events and are subject to various risks and uncertainties that may cause actual results to differ materially from those that we expected, including: possible adverse changes in general economic conditions and their impact on consumer confidence and spending; possible inability to predict and respond in a timely manner to changes in consumer demand; possible loss of key management or design associates or inability to attract and retain the talent required for our business; possible inability to maintain and enhance our brand; possible inability to successfully implement our long-term strategic plan; possible inability to successfully open new stores and/or operate current stores as planned; adverse changes in the cost of raw materials and labor used to manufacture our products; possible adverse

effects resulting from a significant disruption in our single distribution facility; and possible ramifications from the payment card incident disclosed in October 2016. More information on potential factors that could affect the Company's financial results is included from time to time in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of the Company's public reports filed with the SEC, including the Company's Form 10-K for the fiscal year ended January 28, 2017. We undertake no obligation to publicly update or revise any forward-looking statement.

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