

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

March 27, 2019

### “Mickey and Friends” will debut on March 28

FORT WAYNE, Ind. and LAKE BUENA VISTA, Fla., March 27, 2019 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (NASDAQ: VRA), the iconic women's fashion and lifestyle brand, has once again partnered with DISNEY Theme Park Merchandise™ to create a limited-edition novelty pattern called *Mickey and Friends*, which will launch on March 28, 2019.

Vera Bradley's design team collaborated with DISNEY to create *Mickey and Friends*, a lively pattern featuring full-body images of Mickey and Minnie Mouse and their special pals, surrounded by a colorful floral motif on a light gray background.

Rob Wallstrom, Chief Executive Officer of Vera Bradley, noted, “DISNEY and Vera Bradley are both committed to creating magical moments and fun customer experiences. We know that many of our Vera Bradley fans are also DISNEY enthusiasts and will love this special *Mickey and Friends* pattern!”

*Mickey and Friends* will officially launch with a special in-store event at Vera Bradley's *Disney Springs*® retail location on Thursday, March 28. Guests will experience interactive photo moments, autograph sessions and complimentary monogramming of their new *Mickey and Friends* style, all while enjoying DISNEY-inspired refreshments.

The limited-edition pattern will ONLY be available at Vera Bradley's *Disney Springs*® store and on shopDisney.com. The *Mickey and Friends* collection will feature sixteen items, including totes, backpacks, a large duffel and various travel items, a beach towel, a plush throw blanket, and several coordinating accessories, with prices ranging from \$20 to \$140.

*Mickey's Paisley Celebration*, the last Vera Bradley/DISNEY collaborative pattern launched in September 2018, was wildly successful, with the initial inventory assortment selling out in just four days.

### **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 \$32 million to date. For more information about Vera Bradley, visit [www.verabradley.com](http://www.verabradley.com) or follow the brand at @VeraBradley and on Twitter and Instagram.

### **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**

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