



Vera Bradley Announces Exclusive Designer Collaboration With Starbucks® This Summer

May 6, 2019

Merchandise collection available at Starbucks stores across Asia

FORT WAYNE, Ind., May 06, 2019 (GLOBE NEWSWIRE) -- Vera Bradley (NASDAQ: VRA) today announced they will debut a collaborative drinkware and accessories collection with Starbucks in Asia on May 7, 2019.

Rob Wallstrom, Chief Executive Officer of Vera Bradley, noted, "We are so excited to closely partner with Starbucks Asia Pacific to create a beautiful, unique and fun collection of products for their stores. This collection will help us expand our reach to a myriad of international customers and distribution points, and broaden our brand awareness to support a potential international expansion strategy."

This exclusive, limited-edition collection was inspired by the sunset pinks and watery hue skyline found across the Asia Pacific region and features Vera Bradley's signature bold and colorful florals and paisleys. The eight-piece assortment features a five-piece collection of Starbucks drinkware and a three-piece stationery collection.

"We are big fans of Vera Bradley's colorful prints and are thrilled to work with their talented design team to bring bright and vibrant colors to our customers in Asia this summer," said Michele Waits, Vice President, Category and Marketing, Starbucks Asia Pacific. "We are delighted to partner with modern lifestyle brands, like Vera Bradley, that align with our aspiration to bring a passion for fun and unique experiences to customers."

The collection will be available at select Starbucks locations throughout the Asia Pacific region, including South Korea, Thailand, Taiwan, Singapore, Hong Kong, the Philippines, Indonesia, Malaysia, Cambodia, Australia, New Zealand, and Vietnam. For more information on the collection, visit Starbucks-X.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. For more information about Vera Bradley (NASDAQ:VRA), visit www.verabradley.com.

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Source: Vera Bradley, Inc.