



## **Vera Bradley Partners With Warner Bros. Consumer Products to Create Exclusive Vera Bradley + Harry Potter Collection**

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FORT WAYNE, Ind. and BURBANK, Calif., Sept. 04, 2019 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (NASDAQ: VRA), the iconic women's fashion and lifestyle brand, has teamed up with Warner Bros. Consumer Products ("WBCP"), one of the leading licensing and retail merchandising organizations in the world, to create an exclusive Vera Bradley + Harry Potter collection which will debut in 2020.

Vera Bradley's design team will collaborate with WBCP to create a Vera Bradley + Harry Potter back-to-campus and dorm line featuring bags, accessories, stationery, drinkware, tech products, bath and bedding, which will launch in June 2020. A Vera Bradley + Harry Potter "cozy" capsule featuring a fleece robe, slippers, and a sheared throw blanket will launch in November 2020, just in time for holiday gifting.

Rob Wallstrom, Chief Executive Officer of Vera Bradley, noted, "We are thrilled to partner with Warner Bros. Consumer Products to create a magical, fun collection that will appeal to all generations. We know that many of our Vera Bradley fans are also Wizarding World devotees who will love these amazing products! Additionally, we appreciate and support the messages of diversity, acceptance, hope, and equality that are woven throughout the Books and wider Wizarding World, as these closely align with Vera Bradley's values."

The Vera Bradley + Harry Potter products will be available in Vera Bradley Full Line stores, on [verabradley.com](http://verabradley.com), and in select retailers beginning in June 2020.

### **About Vera Bradley**

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. Vera Bradley offers a multi-channel sales model as well as a focus on service and a high level of customer engagement. 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 July 2019, Vera Bradley acquired a 75% interest in Creative Genius, Inc., which also operates under the name Pura Vida Bracelets ("Pura Vida"). Pura Vida, based in La Jolla, California, is a rapidly growing, digitally native, and highly engaging lifestyle brand that deeply resonates with its loyal consumer following. The Pura Vida brand has a differentiated and expanding offering of bracelets, jewelry, and other lifestyle accessories.

Beginning in the second quarter of fiscal 2020, the Company has included an additional segment for Pura Vida due to its acquisition. As a result, the Company now has three reportable segments in which it sells its products: Vera Bradley Direct ("VB Direct"), Vera Bradley Indirect ("VB Indirect"), and Pura Vida. The VB Direct business consists of sales of Vera Bradley products through Vera Bradley full-line and factory outlet stores in the United States, [verabradley.com](http://verabradley.com), the Vera Bradley online outlet site, and the Vera Bradley annual outlet sale in Fort Wayne, Indiana. The VB Indirect business consists of sales of Vera Bradley products to approximately 2,200 specialty retail locations, substantially all of which are located in the United States, as well as select department stores, national accounts, third party e-commerce sites, third-party inventory liquidators, and royalties recognized through licensing agreements related to the Vera Bradley brand. The Pura Vida segment consists of sales of Pura Vida products through the Pura Vida websites, [www.puravidabracelets.com](http://www.puravidabracelets.com) and [www.puravidabracelets.eu](http://www.puravidabracelets.eu), and through the distribution of its products to wholesale retailers.

### **About Warner Bros Consumer Products**

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

### **About Wizarding World**

More than two decades ago, a young Harry Potter was whisked onto Platform 9¾ at King's Cross Station, and readers everywhere were swept along with him into a magical universe, created by J.K. Rowling. In the years since, the seven Harry Potter bestsellers have inspired eight blockbuster movies, an award-winning stage play, and, more recently, the start of the Fantastic Beasts five-film series. People of all ages have been enthralled by these extraordinary adventures, set within an expanding universe, inspired by the vision of J.K. Rowling.

For today's growing worldwide fan community, and for generations to come, the Wizarding World welcomes everyone to explore more of this magical universe — past, present and future. The Wizarding World also provides fans with an instant, trusted kite-mark of quality and authenticity.

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**Vera Bradley Contact:**

**877-708-VERA (8372)**

[Mediacontact@verabradley.com](mailto:Mediacontact@verabradley.com)