



## Vera Bradley Launches First-Ever Toy Story Collection in Collaboration With Disney and Pixar

Oct 24, 2023

### Pixar | Vera Bradley Toy Story Collection Now Available Nationwide

FORT WAYNE, Ind., Oct. 24, 2023 (GLOBE NEWSWIRE) -- **Vera Bradley, Inc.** (Nasdaq: VRA) today announced that [Vera Bradley](https://www.verabradley.com), its iconic American bag and luggage lifestyle brand, has collaborated with Disney and Pixar to launch its first-ever collection inspired by the beloved *Toy Story* franchise.

Celebrating the magic of childhood, friendship and adventure with more than 60 lighthearted styles made especially for new adventures with special friends, the Pixar | Vera Bradley *Toy Story* Collection includes four new patterns—*Andy's Room*, *Festive Toy Story*, *Toy Chest*, and *Toy Story Sketch*—featuring Pixar's Woody, Buzz Lightyear and the entire Pixar *Toy Story* gang.

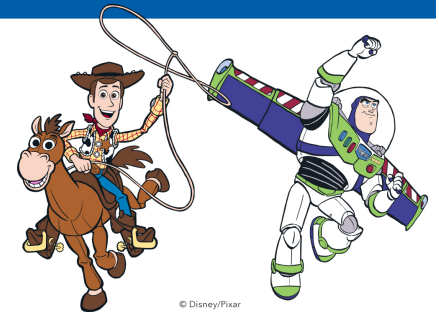
"The Vera Bradley brand came to life more than 40 years ago thanks to the friendship of co-founders Barbara Bradley Baekgaard and Patricia R. Miller, so we are especially excited to celebrate the power of friendship with our new Pixar | Vera Bradley *Toy Story* Collection," noted Alison Hiatt, CMO of Vera Bradley, Inc. "Fans of the Disney and Pixar *Toy Story* franchise are sure to love the colorful, fun and festive patterns and embroidered motifs featuring their favorite *Toy Story* characters."

Pixar | Vera Bradley *Toy Story* Collection styles range in price from \$15 to \$160 and are perfect for holiday gift-giving. Shop the collection now in Vera Bradley Full Line Stores, participating Vera Bradley retailers and online at [www.verabradley.com/disney](https://www.verabradley.com/disney). Follow @verabradley for updates and to learn more.

### ABOUT VERA BRADLEY

Vera Bradley, based in Fort Wayne, Indiana, is a leading designer of women's handbags, luggage and other travel items, fashion and home accessories, and unique gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand is known for its innovative designs, iconic patterns, and brilliant colors that inspire and connect women unlike any other brand in the global marketplace. Visit [www.verabradley.com](https://www.verabradley.com) and follow @verabradley to learn more.

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Photos accompanying this announcement are available at

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