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Vera Bradley to Grace 'The Stage' at Isetan Shinjuku, Tokyo

FORT WAYNE, Ind., Aug. 14, 2012 (GLOBE NEWSWIRE) -- Vera Bradley, Inc. (Nasdaq:VRA) has been selected to present a one-week pop-up shop at Isetan Shinjuku's "The Stage" from August 15-20, 2012.

Located in the center of the first floor of Isetan's flagship property, "The Stage" is a 700-square-foot raised space, which has played host to many of the world's top brands. This highly sought after space is widely regarded as the premier pop-up shop for top fashion and luxury brands to the Japanese customer.

Vera Bradley's concept for "The Stage" at Isetan Shinjuku will feature a welcoming, home-like environment, exclusive items, and Vera Bradley's iconic handbags, luggage and accessories.

Vera Bradley's international branding campaign kicked off in April 2011 with pop-up shops in several cities across Japan and the launch of <http://www.verabradley.co.jp>. Vera Bradley is currently featured in department stores across the Tokyo metropolitan area, including five permanent shop-in shops:

- Marui Yokohama located in Yokohama
- Marui Shibuya located in Tokyo
- Odakyu Shinjuku located in Tokyo
- Marui Yurakucho located in Tokyo
- Seibu Ikebukuro located in Tokyo

About Vera Bradley, Inc.

Vera Bradley infuses color into all aspects of women's lives with vibrant handbags, accessories, luggage, eyewear, travel items and gifts. Founded in 1982 by Barbara Bradley Baekgaard and Patricia R. Miller, the brand inspires women to "be colorful" with designs that reflect their personal style. Today, you'll find Vera Bradley accessories in 60 retail stores across the United States, 10 outlet stores, 3,300 specialty retailers and online at verabradley.com. Vera Bradley employs 2,300 and the company's fiscal 2012 sales were \$461 million. The company's commitment to breast cancer research continues to expand through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq:VRA), visit www.verabradley.com/mediaroom.

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