

Vera Bradley

Our Mission:

To Be a Girl's Best Friend ...

... by designing creative, colorful product offerings that demonstrate an extraordinary attention to detail and innovation; created with a spirit of authenticity, optimism, and caring and that welcomes all women to be a part of this positive sisterhood.

Our Values:

- Authentic and real
- Friendly to all
- Optimistic and fun-loving
- Creative
- Fussy about details and quality
- Confident yet humble – never snooty
- Caring for our families and sisterhood especially through The Vera Bradley Foundation for Breast Cancer – over \$20 million donated to date



Co-founders Patricia Miller and Barbara Bradley Baekgaard

It all started with a friendship ...

It began in 1982 with friendship and a healthy dose of American optimism. Our co-founders Barbara Bradley Baekgaard and Patricia Miller set out to create beautiful women's luggage that was colorful, lightweight and original. They started small, enlisting the help of family and friends, keeping sight of who their ultimate consumer was — themselves!

Their goal of "Being a Girl's Best Friend" meant creating extraordinary, high-quality products that were pretty and practical with pockets to organize everything, and meticulously made with attention to every detail. It meant connecting with experts who could help them make and sell their products and then becoming their friends as well. It meant creating a culture of connecting and caring, including a foundation to research cures for cancer. Overall it meant creating products and experiences that add a spot of fun and happiness to every girl's day.



The company was named after Barbara's mother, Vera Bradley



Students



Millennial Career Girls



Moms



Mature

Vera Bradley

Core Elements of Our Product Offerings:

EXPRESSIVE

- It's a visible, colorful showpiece
- She expresses her personality through choice of colors and styles
- We give her confidence to be creative, be bold and be herself

FUN

- Designed with a "Happy Factor"
- Includes unexpected details that surprise and delight
- Includes equal or better functionality but is always more FUN -- even if the product is a more serious color on the outside there is always a "party on the inside"

FUNCTIONAL

- Built with "brains and beauty"
- Designed with purpose -- a spot for everything so she is prepared for anything
- Products are versatile, multi-purpose, lightweight and many fold flat for easy storage

COMFORTABLE

- Created to be comfortable, both physically and emotionally
- Approachable style, not stuffy
- Physically soft (in most cases)
- Reliable quality and function
- A "touchstone" for happy memories and new connections



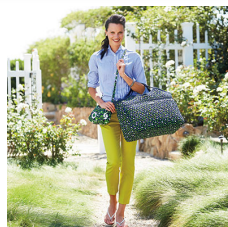
Where Do Our Products Take Her?



Office



Travel



Everyday



Dorm



Beach



Gym



School

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