



introducing

faux

LEATHER

Vera Bradley

why *faux* LEATHER?

It's functional, with a twist.

Research shows that millennials rate functionality as a top factor when selecting a style, and all Vera Bradley customers appreciate the built-in functionality that is synonymous with our name.

Faux Leather offers this in a colorful new way.

It's the right styles ... at the right price.

Featuring a collection of on-trend designs and fashionable solid colors that coordinate with our core products,

Faux Leather is reasonably priced at a level that is upscale yet easily affordable.

It's a great, fun alternative!

This collection is perfect for the woman who loves our classic colors and prints but is looking for a new way to dress up her handbag wardrobe.

Faux Leather also provides a stylish alternative for those customers who do not wish to carry leather products.



Vera Bradley

the Vera Bradley **DIFFERENCE**

Fresh and Refined

Fresh, tailored looks with an accent on fashion bring a new energy to our line while embracing the mix-and-match idea that pairs easily with our classic styles. These high-quality styles are at lower prices than competitive brands too.

Supple, Sophisticated and Savvy

Our soft faux leather is made from quality material that lends itself so well to each design. The savvy use of solid color with no quilting gives this collection an exciting new option to the Vera Bradley woman.

Fun and Function

Customers have told us they are looking for an alternative to quilted cotton, but with the expected fun elements (like our lining) that make them love Vera Bradley. This collection delivers that, along with all the versatility and function they expect.



Introducing Vera Bradley Faux Leather

*Featuring a collection of on-trend designs and fashionable solid colors
The right style at the right price!*

The Faux Leather Collection was designed by women, for women.

Our design team created these styles with today's woman in mind, offering organization, durability, and on-trend colors and styles. Functionality was top of mind for our designers when creating these pieces. Quick access to phone and keys was a priority.

New, non-quilted look.

The Faux Leather Collection is made up on non-quilted faux leather, making the exterior more resistant to everyday wear and scratches.

What is faux leather?

This colorful collection is made of Polyurethane designed to look like leather. It is lighter and less restrictive than most leathers.