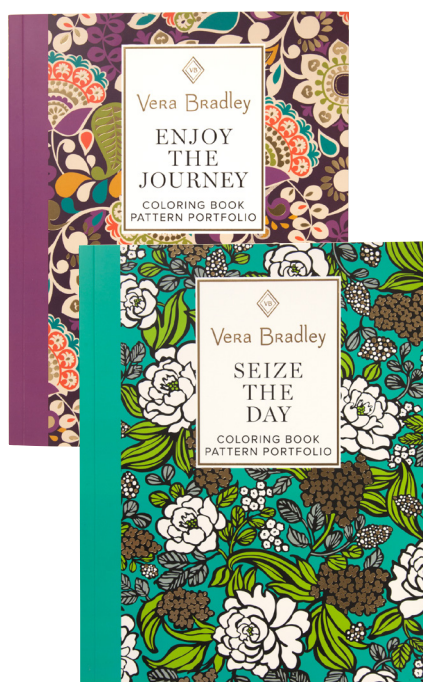


## Vera Bradley Designs Come to Life with Pattern Portfolio Coloring Book Set

**Vera Bradley Seize the Day Coloring Book Pattern Portfolio and  
Vera Bradley Enjoy the Journey Coloring Book Pattern Portfolio**  
by Vera Bradley



Iconic American lifestyle brand Vera Bradley has 33 years of successful pattern development under its belt. From bags to clothing to accessories, Vera Bradley's exquisite patterns have adorned an impressive line of products. The Fort Wayne fashion brand is proud to introduce a new product to market: coloring books.

This summer 2017, two new portfolio coloring books will be released—*Vera Bradley: Seize the Day Coloring Book Pattern Portfolio* and *Vera Bradley: Enjoy the Journey Coloring Book Pattern Portfolio*. In both titles, Vera Bradley's gorgeous patterns are transformed into colorable line art, offering a deluxe monograph of the company's designs as well as the opportunity for users to color in their favorite styles. "We are delighted to see our iconic Vera Bradley patterns find new, creative audiences in a popular

format among adult consumers that inspires the creative spirit in all of us," says Sue Fuller, Vera Bradley's Chief Merchandising Officer.

These books come after the recent releases of *The Vera Bradley Coloring Collection*, a boxed set of four 24-page small format coloring card titles, and two 8.5" x 11" coloring books, *Vera Bradley Paisley Patterns* and *Vera Bradley Floral Patterns*.

The series is certain to become a highly sought after collection appealing not only to Vera Bradley fans, but to the ever-growing world of adult colorists who continue to look for on-trend designs and patterns created by today's leading designers.

The publisher, Fox Chapel Publishing, has over 100 coloring book titles published and has rapidly become a leader in the field with a long-term commitment to featuring the industry's most innovative artists and trend leading designers. Together, through this



**Fox Chapel Publishing is proud to bring the fashionable world of Vera Bradley patterns to the adult coloring book market.”**

**Alan Giagnocavo, Founder and President of Fox Chapel Publishing**

partnership, Vera Bradley's designs will be accessible to anyone looking for creative inspiration, those seeking a special gift for a loved one, and everyone who holds a special place for Vera Bradley in their heart.

**There is something for everyone in The Vera Bradley pattern portfolio collection including:**

- Popular Vera Bradley patterns to color in.
- Coloring techniques including blending, shading, and layering.
- Colored art gallery of favorite Vera Bradley patterns.
- Color reference guide for inspiration.
- Relaxing patterns with uplifting quotes intertwined.
- Gold foil-embossed covers and acid free, 200-year archival artist interior paper.
- Several pages of removable, ready-to-color note cards and gift tags.
- Pages and pages of inspiration to create artwork as unique and beautiful as you!

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**About Vera Bradley, Inc.**

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. 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. For more information about Vera Bradley (Nasdaq:VRA), visit [www.verabradley.com/mediaroom](http://www.verabradley.com/mediaroom).

**About Fox Chapel Publishing**

Fox Chapel Publishing inspires and informs readers who enjoy a wide variety of hobbies, crafts, and lifestyle interests. The company specializes in illustrated nonfiction with a focus on artisan and high-quality craft books. Fox Chapel publishes more than 1,200 book titles and three quarterly magazines, including DO Magazine, the #1 coloring magazine in its class. The publisher's imprints include Design Originals, IMM Lifestyle Books, and Creative Homeowner. For more information, please visit [foxchapelpublishing.com](http://foxchapelpublishing.com).

**Connect with Vera Bradley, Inc. at [www.VeraBradley.com](http://www.VeraBradley.com)**

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*Vera Bradley Enjoy the Journey  
Coloring Book Pattern Portfolio*

Vera Bradley

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Coloring Book Pattern Portfolio*

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