



Celebrate Spring with Vera Bradley on QVC

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With new silhouettes, patterns and, for the first time on QVC – sunglasses, the **Vera Bradley hour on QVC Saturday, April 4th** will be another milestone for the brand. After successfully launching the Vera Bradley brand on QVC in November of 2008, **ZINA International** is excited to be bringing stylish new products to the QVC customer this month.

QVC is all about delighting the customer so ZINA International worked very closely with the product teams at Vera Bradley on bringing the new items to QVC. New styles include a laptop portfolio case, the Resort Collection terry tote, the Gabby and the Lisa B. New spring 2009 patterns include Cupcakes Pink, Cupcakes Green, Purple Punch, and the launch of the Bali Pattern series.

Recognized in March 2009 by QVC as part of International Women's Day Celebration, the Vera Bradley brand has been excitedly embraced by the QVC shopper.

"It's all about being fresh, fashionable and relevant; this is what the QVC customer expects and we are so excited to deliver, with Vera Bradley. The Vera Bradley customers look forward to the new fabrics and styles introduced every year and appreciate the function and quality that is synonymous with the brand", according to Joseph Mezzina, President of ZINA International.

So it's springtime on **QVC** with **new Vera Bradley** patterns, silhouettes and styles all brought to you by **ZINA International!**

Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.