VERONICA BEARD

Hello Veronica Beard Personal Shoppers,

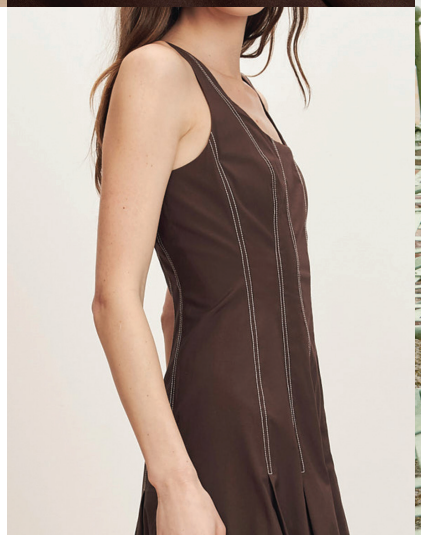
April new arrivals have landed, continuing to evoke the carefree spirit of our Spring 2026 collection with versatile pieces, made for peak season.

Infused with a sense of optimism, the collection offers a mood-boosting mix of colors, prints, and special details across everyday and occasion dressing. A soft palette of muted clays and rich browns is punctuated by sunny pops of pistachio green and spring-forward paisleys, plaids, and embroidered florals, seen across silk georgette, Italian linen twill, and stretch-denim tailoring.

Designed with her calendar in mind, the collection is filled with pieces made to mix, match, and move effortlessly from day to night. From custom floral prints and lace accents to fluid, textured stripes, they transition seamlessly from days around town to bridal brunches, cocktail hours, and more. Day dresses take center stage, defined by easy silhouettes—from fluttery minis to body-skimming midis—alongside the return of bestselling favorites like the Jolie Midi Dress and Maura Mini Dress.

Classic core silhouettes get a seasonal refresh, including the Miller Dickey Jacket in pistachio green, while other silhouettes introduce spring-ready gingham seersucker and heritage checks. Denim is also updated with fresh washes and finishes, including the Kasey Jean in pistachio green.

Accessories complete the seasonal story. The new Vesper bag, crafted in diamond-patterned raffia, offers a fresh take on the warm-weather clutch, while new iterations of our best-selling shoes arrive in updated colors, materials, and silhouettes—including a new wedge iteration of the Clea, and the Tia in crocheted raffia.

Attached is an overview of our favorites. Questions? Contact your partner Veronica Beard store—your General Manager will be happy to assist.

We can’t wait to see what looks you create. As always, remember to tag us @veronicabeard.