

Vera Bradley, Inc.
Form 8-K
August 30, 2017

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(D)
OF THE SECURITIES EXCHANGE ACT OF 1934
Date of Report (Date of earliest event reported): August 30, 2017

VERA BRADLEY, INC.
(Exact name of registrant as specified in its charter)

Indiana	001-34918	27-2935063
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)
12420 Stonebridge Road, Roanoke, Indiana	46783	
(Address of Principal Executive Offices)	(Zip Code)	
(877) 708-8372		
(Registrant's telephone number, including area code)		
None		
(Former name, former address and former fiscal year, if changed since last report)		

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications
- pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

- Soliciting material pursuant to Rule
- 14a-12 under the Exchange Act (17 CFR 240.14a-12)

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Pre-commencement
communications
pursuant to Rule
14d-2(b) under the
Exchange Act (17
CFR 240.14d-2(b))

o Pre-commencement
communications
pursuant to Rule
13e-4(c) under the
Exchange Act (17
CFR 240.13e-4(c))

Indicate by check mark
whether the registrant
is an emerging growth
company as defined in
Rule 405 of the
Securities Act of 1933
(§230.405 of this
chapter) or Rule 12b-2
of the Securities
Exchange Act of 1934
(§240.12b-2 of this
chapter).

Emerging growth
company o

If an emerging growth
company, indicate by
check mark if the
registrant has elected
not to use the extended
transition period for
complying with any
new or revised
financial accounting
standards provided
pursuant to Section
13(a) of the Exchange
Act. o

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Beatrice Mac Cabe has been named the Chief Creative Officer effective September 1, 2017. Barbara Bradley Baekgaard, the prior Chief Creative Officer, will continue to be employed with the Company and focus on various Vera Bradley-related projects. She will also continue her work as a member of the Board of Directors. Kim Colby will be stepping down from her role of EVP, Design and her employment will be ending on September 29, 2017. Kim will continue to provide support to the Company as an advocate for the Vera Bradley brand.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Vera Bradley, Inc.
(Registrant)

August 30, 2017 /s/ Mark C. Dely
Mark C. Dely
Vice President – Chief Legal Officer and Corporate Secretary