FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL											
OMB Number:	3235-0287										
Estimated average burden											

0.5

hours per response:

5. Relationship of Reporting Person(s) to Issuer

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

2. Issuer Name **and** Ticker or Trading Symbol

1. Name and Address of Reporting Person* Ray Michael C.				suer Name and Tio <u>ra Bradley, Ir</u>	cker or ⁻ 1C. [V	Γradin <mark>′RA</mark>	g Symbol	Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title V Other (specify)					
(Last) (First) C/O VERA BRADLEY, INC. 12420 STONEBRIDGE ROAD		ate of Earliest Tran 14/2018	saction	(Mon	th/Day/Year)	below) Member of a 10% owner group							
(Street) ROANOKE IN	46783		4. If	Amendment, Date	of Origi	nal Fi	led (Month/Day		6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) (State)	(Zip) able I - N	lon-Deriva	tive	Securities Ac	auire	d. D	isposed of	or Be	enefic	cially	Owned		
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired		l (A) or		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
					Code	v	Amount	(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock		11/14/20:	18		S		2,429(1)	D	\$12.	.58(2)	55,879	D	
Common Stock		11/15/20	18		S		2,429(1)	D	\$11.	.98(2)	53,450	D	
Common Stock		11/14/20:	18		S		10,913(1)	D	\$12.	.59 ⁽³⁾	251,026	I	By Michael Ray 2009 Grantor Retained Annuity Trust
Common Stock		11/15/20:	18		S		10,913(1)	D	\$11.	99 ⁽³⁾	240,113	I	By Michael Ray 2009 Grantor Retained Annuity Trust
Common Stock		11/14/20:	18		S		3,276(1)	D	\$12.	.58(4)	199,116	I	By Anne- Marie Ray Revocable Trust
Common Stock		11/15/20:	18		S		3,276(1)	D	\$11.	98(4)	195,840	I	By Anne- Marie Ray Revocable Trust
Common Stock											2,810,469 ⁽⁵⁾	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust
Common Stock											411,003	I	By Anne- Marie Ray 2017 Grantor Retained Annuity Trust #1
	Table II	Dorivativ	,	ecurities Acai	iirod	Dict	noced of c	r Don	oficia	MV C	wood		

(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of	3. Transaction Ta Date (Month/Day/Year)	Figure 19 Seriva Execution Date, if any (e.g., p (Month/Day/Year)	uransa Ut S de(action	I OT	ants,	ifeditedies Expiration Da QUIMODSy/	ite '	I Amoun	₩rities)	y ⁸ Oving et l Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially	10. Ownership Form: Direct (D)	11. Nature of Indirect Beneficial Ownership
1. Title of Derivative Security (Instr. 3)	Derivative Security Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		Acquired Acquired Acquired Bisposed Beryative RESHITION ACQUIRED ACQU		6. Date Exerc Expiration Da (Month/Day/Y	ite	Security (Instr. 3 Amount of Securities Underlying Derivative Security (Instr. 3 and 4) Amount or		8. Price of Derivative	Owned Polluming of संशोधित महाभाष्ट्रीका(s) महाभाषा Owned Following Reported Transaction(s)	or Indirect (I) (Instr. 4) Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	(Instr. 4) 11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(Instr and 5 (A)		Date Exercisable	Expiration Date	Title	Number of Shares		(Instr. 4)		
Explanatio	n of Respons	es:									or Number				

- 1. The sales reported in this Form 4 were effected under a Rule 10b5-1 trading plan adopted on April (parel).

 2. The prices reported are weighted average prices. The shares sold on November 14, 20(1) weighted weighted are not shares sold on the shares sold on November 15, 2018 were sold in multiple transactions at prices ranging from \$11.80 to \$12.18, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 3. The prices reported are weighted average prices. The shares sold on November 14, 2018 were sold in multiple transactions at prices ranging from \$12.29 to \$13.11, inclusive, and the shares sold on November 15, 2018 were sold in multiple transactions at prices ranging from \$11.80 to \$12.18, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 4. The prices reported are weighted average prices. The shares sold on November 14, 2018 were sold in multiple transactions at prices ranging from \$12.30 to \$13.09, inclusive, and the shares sold on November 15, 2018 were sold in multiple transactions at prices ranging from \$11.80 to \$12.18, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 5. The reporting person disclaims beneficial ownership of these shares.

Remarks:

11/15/2018 /s/ Michael C. Ray

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.